



KRISHI RUPANTAR



HIGHLIGHTS

- FROM POND TO PLATE : CHAMPAK DAS NETS SUCCESS IN PRAWN FARMING
- ELEVATING COMMUNITIES: DAIRY INITIATIVES SPARK SUCCESS IN CACHAR DISTRICT
- CULTIVATING CHANGE: XAMA HAR INITIATIVE'S TRIUMPHS RESHAPE ASSAM'S AGRICULTURAL HORIZON
- INFLUENCING PREFERENCES ON RICE VARIETY- RICE VARIETY CAFETERIA



FROM POND TO PLATE: CHAMPAK DAS NETS SUCCESS IN PRAWN FARMING

DR. DHARITRI BARUAH

(TECHNICAL OFFICER, WORLDFISH, ASSAM)

➤➤➤ BACKGROUND

Fish culture undoubtedly is one of the major economic and livelihood activities of the rural communities in Assam. Though diversification in fish culture system is always a part of discussion in fish culture system for better productivity, waste management, income and sustainability but majority of state fish culture system is relied on traditional species culture of Indian major carps and other Chinese & minor carps.

This is a success story of Shri Champak Das from Bagta village, Hajo Dev. Block, Kamrup(R) Assam, who was able to nearly double his income through diversified fish culture by introducing high value giant freshwater prawn *Macrobrachiumrosenbergii* under the APART Prawn Polyculture Demonstrations (2023-24). His success with freshwater prawn polyculture in Assam's agroclimatic conditions sends a positive message to other fish farmers and boosts the confidence of the rural youngsters, particularly educated youth, who desire to take up freshwater prawn-fish polyculture system for revenue and income generation.

➤➤➤ INTERVENTION

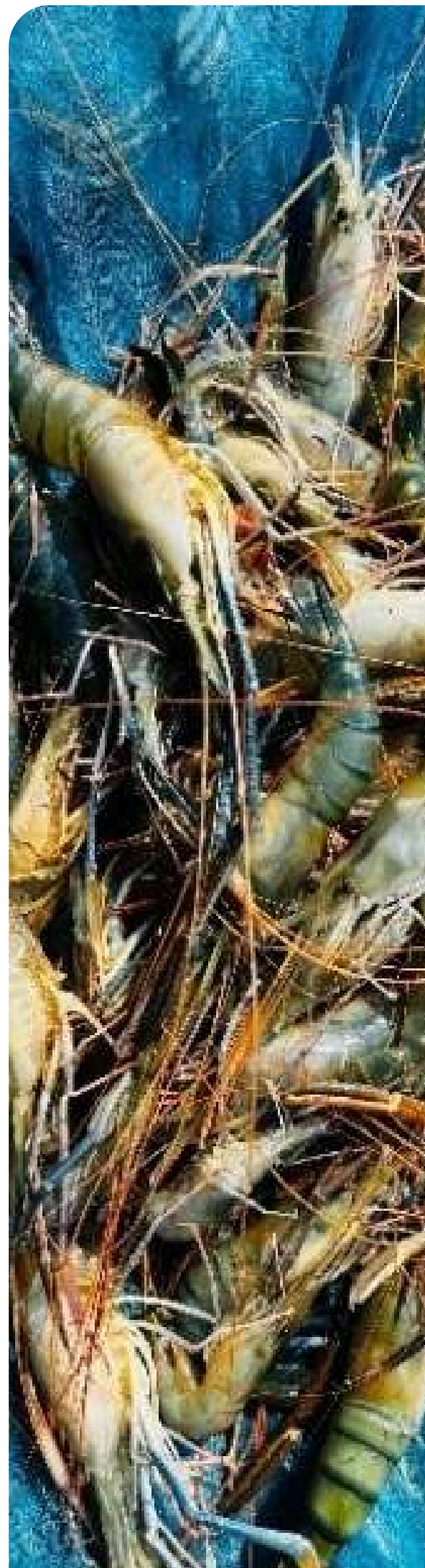
Shri Champak Das, 29 years of age owns ponds comprising of 2 ha area and has been practicing fish farming in a traditional method. During the year 2023-24, Champak was chosen as a beneficiary of freshwater prawn polyculture demonstration under the World Bank finance project Assam Agri-Business and Rural Transformation Project (APART). From the APART scheme, he got the inputs like freshwater prawn & carp seed, fish feed, lime, zeolite and fertilizer; as well as technical support for freshwater prawn farming. After receiving the inputs and technical support, he started practicing fish culture in a scientific manner and upgraded his pond with stock of fishes. The technology involves removal of bottom dweller fish, such as Common Carp which fetches low price and Mrigal which has low growth rate, therefore replacement of bottom dweller fish by freshwater prawn paid rich dividends. Due to the high market price, he sold 40 kg of freshwater prawn and earned Rs. 40,000 from his APART sponsored pond and he expects another 40 to 50 kg of freshwater prawn to be harvested by dewatering the pond by July 24.



The average growth rate of individual freshwater prawns was around 22 cm in length and 181 gm in weight. Besides, freshwater prawns, he also produced 400 kg of carps and earned Rs. 100,000. Looking for a way to increase his earnings, he invested in the construction of a 0.13 ha additional pond with nursery rearing facilities on his parental land with proper guidance from officers of the District Fishery Office, Hajo and started doing fish culture in new ponds. Champak now plans to take up fish seed rearing in the coming season and gain more returns.

➤➤➤ SUPPORT AND ENCOURAGEMENT

“The World Bank aided APART scheme is a turning point in my life, the freshwater prawn was very new to me only because of continuous support from this scheme and encouragement and guidance from officials of fisheries department I am successfully able to culture and produce this fish and I am confident that by introducing such fish in traditional culture system definitely able to increase the farmers income” says Champak.



Freshwater Prawn, *Macrobrachium rosenbergii*

SOWING SUCCESS: PRAGATISHIL FARMER PRODUCER COMPANY'S LEMONGRASS TRIUMPH IN GOALPARA

PRANAB JYOTI BHARALI

District Medicinal and Aromatic Plants Coordinator (DMAP)
Goalpara

REFRESHING SCENT OF LEMONGRASS WAFTS THROUGH GOALPARA, IT CARRIES A PROMISE OF PROSPERITY AND GROWTH. A FRAGRANCE THAT LINGERS LONG AFTER THE HARVEST SEASON ENDS.

➤➤➤ INTRODUCTION

In the picturesque district of Goalpara, nestled in the heart of Assam, a remarkable transformation can be seen. The Pragatishil Farmer Producer Company (FPC), driven by a vision of prosperity and sustainability, embarked on a journey that would not only change their fortunes but also uplift the entire community. Their story revolves around a humble herb with a refreshing aroma of lemongrass.

➤➤➤ CULTIVATION BEGINNINGS

The FPC comprising dedicated farmers, recognized the potential of lemongrass as a high-value crop. With an initial allocation of 48 acres, they set out to cultivate this aromatic grass. Their efforts were rewarded when lemongrass proved not only viable but exceptionally profitable. Encouraged by this success, they expanded their cultivation to an additional 57 acres, resulting in a total of 105 acres of lemongrass-covered land across different areas of the Rangjuli block.



➤➤➤ KEY MILESTONES

- **Profitable Cultivation:** The FPC's journey began with cultivation in 48 acres, and their dedication turned lemongrass into a lucrative venture. The herb thrived in the fertile soil, and its essential oil became a sought-after commodity.
- **Extraction Unit:** The FPC received support from APART (Assam Project Agribusiness and Rural Transformation), which provided them with an extraction unit. This technology allowed them to extract more than 160 litres of lemongrass oil till date. The FPC's commitment to quality and efficiency ensured that every drop of oil was precious.
- **Inspiring Others:** The success of the Pragatishil FPC did not go unnoticed. In neighbouring Jaleshwar Block, the Kanaklata Farmer Producer Company took inspiration and adopted lemongrass cultivation. They planted around 1 acre at their own expense, demonstrating the ripple effect of success within the farming community.
- **Market Linkage:** To bridge the gap between cultivation and market access, the FPC signed a Memorandum of Understanding (MOU) with Agrotech Pvt. Ltd. This strategic partnership paved the way for a robust market linkage. Agrotech expressed interest in procuring 100 litres of lemongrass oil from the FPC, a significant milestone for both parties.
- **Export Prospects:** Recently, the FPC sold around 10 litres of lemongrass oil to Aromaqueen Pvt. Ltd., a promising sign of market demand. With their eyes on international markets, the FPC is poised to explore export opportunities, including the American market.



➤➤➤ CONCLUSION

The Pragatishil FPC's lemongrass success story is a testament to the resilience, vision and collaborative spirit of farmers. From humble beginnings to thriving cultivation, they have transformed their landscape and livelihoods. As the refreshing scent of lemongrass wafts through Goalpara, it carries a promise of prosperity and growth — a fragrance that lingers long after the harvest season ends.



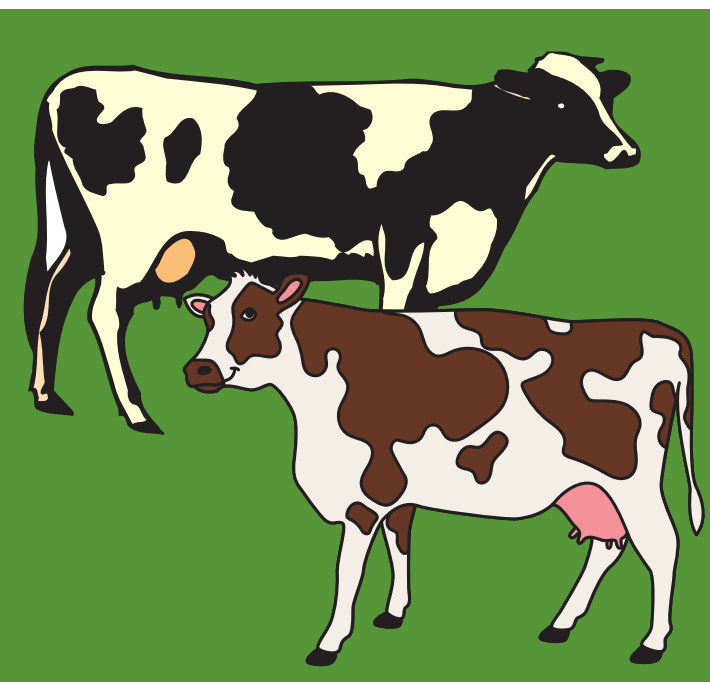
MILKING SUCCESS: DHURBAJYOTI'S JOURNEY FROM PASTURES TO PROSPERITY

RUP NARAYAN HARIZON

ASTT.DISTRICT COORDINATOR, APART, DAIRY DEV DEPTT, KOKRAJHAR



OPPO F17
2024.03.01 15:58



»»» INTRODUCTION

Dairy production in Assam is characterized by rural smallholders and subsistence production systems, as well as specialized dairy production belts in urban and peri-urban areas with improved cattle. The primary objective of the Dairy Development Department under the Assam Agribusiness and Rural Transformation Project (APART) is to transform the informal dairy value chain into a formal one by improving resilience in production, quality, safety, and milk standards, and by adding value to the produce, with a particular focus on informal market actors and dairy entrepreneurs.

➤➤➤ BACKGROUND

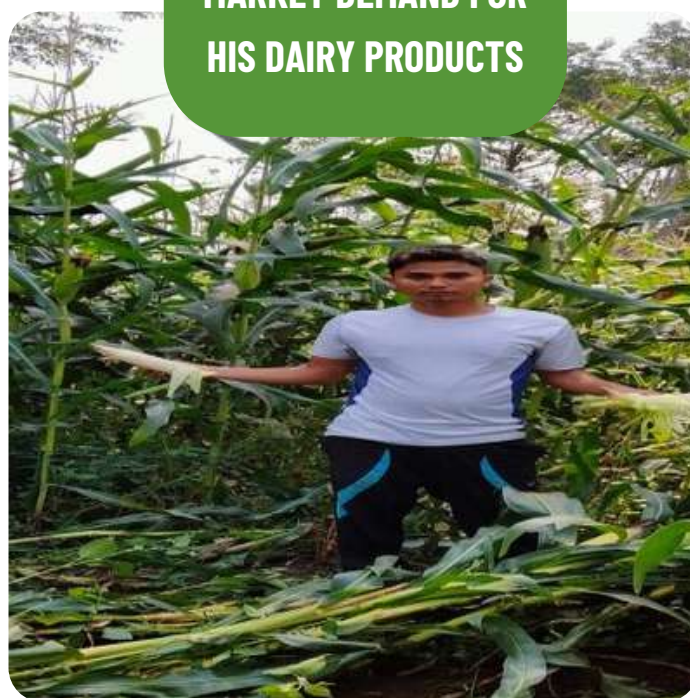
Dhruva Jyoti Roy, a resident of Bhubannagar village, Dotma Development Block, Kokharjhar district started a small dairy unit at his residence after attending a training program under APART. His progress was limited to his household till then. After completing the milk producers training program conducted by Dairy Dev. Deptt., BTC, Kokrajhar in 2021, he gained knowledge about various aspects of dairy farming. This included the selection of dairy animals, housing, feeding, breeding, and scientific management of dairy cattle. His enthusiasm and confidence led him to believe that he could sustain a profitable business within his household premises. He also cultivated fodder (maize & napier) for his cattles.

➤➤➤ JOURNEY TOWARDS SELF-RELIANCE

The knowledge he gained from the training program changed his mindset and he adopted scientific techniques for cattle rearing and milk production. This resulted in a gradual increase in his monthly income, motivating him to expand his farm activities and shift towards mechanization by purchasing chaff cutters, milking machines, and silage preparation equipment etc. His efforts were supported by officers of the Dairy Development Department, who provided suggestions and inputs like milk cans. Now he owns different breeds (2 Jersey cows, 1 Red Sindhi cow, and 2 Holstein Friesian cows) and has become a successful dairy entrepreneur, producing approximately 80-90 liters of milk per day. In addition to selling to villagers in his locality, he also sells milk and milk products like curd, paneer, and ghee to various hotels in the small township of Fakiragram, within the district. He sells around Rs. 60 per liter fresh milk on a daily basis.

Dhruva takes meticulous care of his livestock by providing them with good quality feeds, timely medicines and vaccinations, besides maintaining the hygiene of the cattle and the shed. He follows all hygienic activities required, as he learnt during the training programmes, during milking, transportation, and marketing of milk and milk products. After covering all expenses for his cattle, Dhruva manages to earn an income of Rs. 50,000 to 60,000 per month.

DHURBA STARTED WITH A SIMPLE SELF LIVELIHOOD, HAVE NOW ENGAGED CASUAL WORKERS AND LABORERS TO LOOK AFTER HIS CATTLE. HE ASPIRES TO INCREASE THE MILK PRODUCTION IN THE NEAR FUTURE AS THERE IS A GOOD MARKET DEMAND FOR HIS DAIRY PRODUCTS



ELEVATING COMMUNITIES: DAIRY INITIATIVES SPARK SUCCESS IN CACHAR DISTRICT

NIRANJAY KUMAR SAHU

Lab Manager- DD-APART,Cachar

The dairy industry is a significant contributor to Assam's economy, generating substantial revenue through milk production, processing, and sale of dairy products. It provides employment opportunities, especially in rural areas like the Cachar District, where alternative job options are limited. Many farmers in Cachar District rely on dairy farming as their primary source of livelihood, as it offers a dependable income throughout the year, contributing to rural development.

The Dairy Development Department of the Government of Assam under the World Bank-funded Assam Agribusiness and Rural Transformation Project (APART), supports the dairy sector in Barak Valley through various schemes, subsidies, and technical assistance aimed at promoting dairy development, increasing milk production, and improving the livelihood of dairy farmers in the region.

APART has provided technical support and training to dairy farmers, focusing on best practices in dairy farming, animal husbandry, breed improvement, and maintaining the quality and safety of milk according to government standards. This includes regular milk testing to ensure public health safety and to provide essential nutrients like protein, calcium, and vitamins through milk and its products.

Efforts have also been made to implement a quality assurance program, provide training on hygienic milk production practices, and assist farmers in promoting quality standards. These measures not only improve milk quality but also help build consumer trust and reduce foodborne illnesses. Regular milk testing has been instrumental in establishing quality assurance in the informal sector, especially among small-scale farmers and local producers. This has helped maintain consumers' confidence and trust in the product, while also reducing the risk of contamination and adulteration of milk in the informal milk sector.

The gap in technical knowledge and effective hygiene practices has been addressed by providing training to both producers and traders in the milk market. Portable testing kits and basic laboratory equipment have been provided for on-the-spot analysis of milk samples, enabling real-time quality assessment.

In the last two years, around 330 dairy farmers underwent various training programs under APART in Cachar and Hailakandi Districts, and more than 1500 milk samples have been tested to date, all aimed at improving the safety and quality of milk in the informal dairy system.

Individual dairy farmers who have received training on modern dairy farming practices, including animal husbandry and milk hygiene, have made significant improvements in their practices, resulting in increased milk yield and surplus milk for sale in nearby villages.

IN TWO YEARS, 330 DAIRY FARMERS UNDERWENT VARIOUS TRAINING PROGRAMS UNDER APART IN CACHAR AND HAILAKANDI DISTRICTS. MORE THAN 1500 MILK SAMPLES HAVE BEEN TESTED AIMED AT IMPROVING THE SAFETY AND QUALITY OF MILK IN THE INFORMAL DAIRY SYSTEM.



Overall, the dairy industry in Barak Valley has significant untapped potential, and efforts are being made for transition dairy farmers from informal to an organized sector, providing them with financial access for their economic upliftment.

CULTIVATING CHANGE: XAMAHAR INITIATIVES RESHAPES ASSAM'S AGRICULTURAL HORIZON

FINANCIAL SERVICES TEAM - APART

➤➤➤ FIA'S SUPPORT IN HOWLY AGRO FPC'S TRANSFORMATION INTO A BANKING CORRESPONDENT (BC):

Situated in Barpeta district, Howly Agro FPC achieved a significant milestone by becoming the first Banking Correspondent (BC) for Bank of India under the Xamahar initiative by FIA. This move signifies a groundbreaking moment in agricultural finance, showcasing the initiative's dedication to financial inclusion. Howly Agro FPC now serves as a crucial link between farmers and formal banking services, extending financial access to previously underserved rural areas. This achievement not only reflects FIA's strategic vision but also sets a precedent for other FPCs to follow suit, fostering a ripple effect of financial inclusion nationwide.



➤➤➤ MBS'S SUPPORT IN PRANJAL MONDOL'S ENTREPRENEURIAL JOURNEY WITH SAHIBNK:

Pranjal Mondol, a BA 1st semester student, initiated an entrepreneurial journey by establishing the first SahiBnk branch in Malibari, a remote village in Chamaria-Boko block of rural Kamrup, Assam. Despite initial skepticism, Pranjal's determination and support from MBS and ARIAS Society fueled his venture. Since January 2023, SahiBnk has provided hassle-free financial services to over 4000 individuals, turning Pranjal into a local hero. His success story underscores the transformative impact of financial empowerment and youth-led entrepreneurship in driving rural development.



➤➤➤ RANG DE'S SUPPORT IN PROCUREMENT AND CULTIVATION:

Rang De's assistance has empowered FPCs like Noipam and Matia to excel in agricultural ventures. With Rang De's guidance, Noipam FPC ventured into potato procurement and paddy cultivation, significantly boosting their revenue and productivity. Similarly, Matia FPC received credit support from Rang De, enabling them to procure paddy for 20 farmers and achieve revenue exceeding 35 lakhs. These success stories highlight the transformative impact of financial assistance in empowering FPCs to expand their agricultural operations and contribute to rural prosperity.

➤➤➤ RANG DE'S SUPPORT IN STRENGTHENING THE POTATO VALUE CHAIN:

FPCs like Mandila and Satbhani utilized Rang De's credit support and technical guidance from SV Agri to enhance the potato value chain. Through storage solutions and expanded seed cultivation, these FPCs have improved profitability during lean periods and contributed to the sustainable growth of the potato sector. Additionally, Rang De's support facilitated the exponential increase of potato seed cultivation by FPCs like Na-Suruj, further enhancing the resilience and profitability of the potato value chain.

In summary, these success stories underscore the transformative impact of financial empowerment and collaborative initiatives within the Xamahar Initiative. Through strategic partnerships and innovative solutions, these initiatives are driving agricultural development and rural prosperity in Assam, paving the way for a brighter future where farmers can thrive in today's agricultural landscape.



SEEDING PROSPERITY: KRISARTHAK CULTIVATES FINANCIAL LITERACY FOR ASSAM'S FARMERS

KRISARTHAK TEAM

According to the Reserve Bank of India's reports released in 2022, financial inclusion in Assam has been a major cause of concern. The credit deposit ratio of Assam stands at a meagre 50.7%, which is much lower than the national average of 72.1%. This situation has been further compounded by the fact that the majority of the population in Assam are marginal farmers who reside in remote areas with little access to financial services. To address these specific challenges, Krisarthak, a component of the Assam Agribusiness and Rural Transformation Project (APART), was launched in January 2023 to provide access to professional financial counseling and improve awareness among the masses on financial products.

Under the Assam Agri business and Rural Transformation Project (APART), Krisarthak is being implemented across Assam by a consortium led by the Digital Empowerment Foundation, a Delhi-based NGO with 20 years of expertise in empowering rural masses through digital intervention. Other partners in the consortium include the Fair Climate Fund (FCF), the Indian Institute of Bank Management (IIBM), and the Council for Social & Digital Development (CSDD).

KRISARTHAK IS BEING IMPLEMENTED ACROSS ASSAM BY A CONSORTIUM LED BY THE DIGITAL EMPOWERMENT FOUNDATION, A DELHI-BASED NGO WITH 20 YEARS OF EXPERTISE IN EMPOWERING RURAL MASSES THROUGH DIGITAL INTERVENTION.



In the past year, Krisarthak has been working tirelessly to improve the financial health of farmers in Assam. One such farmer is Rameswar Armo, a 52-year-old from Goalpara district. After registering with the Bittiya Sakhi chatbot in August 23 and completing all the modules, he submitted the Farmer's Financial Health Survey Form. Krisarthak's counseling team then got back to him, and after the first level of interaction, the first counseling session was scheduled.

During the first level of counseling, Rameswar was informed about various social security schemes and financial products/services which he could use. Understanding his needs and level of awareness, the counselor suggested RD, FD, PMJJY, Mudra Loan, and KCC. Upon expressing his interest in knowing more about KCC loans and how to create a business plan for this season, he was given a second level of counseling by a Krisarthak financial expert, Mr Arindam Paul.

Post-counseling, Rameswar visited the bank branch and submitted the suggested documents, following which he was sanctioned a loan of Rs 1.5 lac for tomato cultivation. The bank disbursed an amount of Rs. 57,000. On successful repayment of this amount, the remaining amount will be released.

Similar to Rameswar Armo, Krisarthak has been instrumental in helping numerous farmers through financial education and counseling. So far, Krisarthak has already engaged over 1,30,000 farmers across 6 value chains that are Agriculture, Horticulture, Fishery, Dairy, Sericulture and Handloom in 21 district.



**RAMESWAR ARMO
GAMARIGURI, GOALPARA**





As of 20th March 2024, 57,873 farmers have registered themselves in the Bittiya Sakhi chatbot (Male 21,610 and Female 32,211). 48,217 farmers have completed all the modules of the chatbot. Whereas, 19,827 farmers, have filled in the Farmer's Financial Health Survey Form to access financial counseling. Out of these 19,827 farmers, 2,319 have received personalized financial counseling sessions.

A total of 4,21,080 text messages and 91,644 voice messages have been sent to users containing information on financial products and schemes under Saving, Loan, Insurance, Pension, Digital Payment and Financial Good behavior. In the past year, Krisarthak has also helped local youth by generating livelihood for them. The program has enrolled 411 Bittiya Sahayaks as community resource persons and currently, 235 Bittiya Sahayaks are actively engaged in the field [Male 164 and Female 71] across Assam. Further, we aim to help another 1 lakh farmers in the upcoming cycles.

It must be noted here that recently Krisarthak was also shortlisted as a finalist of the World Summit Awards, 2023 in the Business and Commerce category. This is a global award that recognizes excellence and innovation in the digital sector. More than 182 nations participated in this event and 130 global experts from all sectors and regions evaluated Krisarthak and compared it with other global submissions in the same category.

Krisarthak's objective is to engage 2,50,000 farmers with financial education and counseling by March 2025. In conclusion, Krisarthak is committed to achieving financial inclusion in Assam and ensuring that farmers have access to the tools and resources they need to succeed.



**57,873 FARMERS
REGISTERED IN THE
BITTIYA SAKHI CHATBOT
(MALE –21,610 AND
FEMALE – 32,211).**

**48,217 FARMERS
COMPLETED ALL THE
MODULES OF THE
CHATBOT**

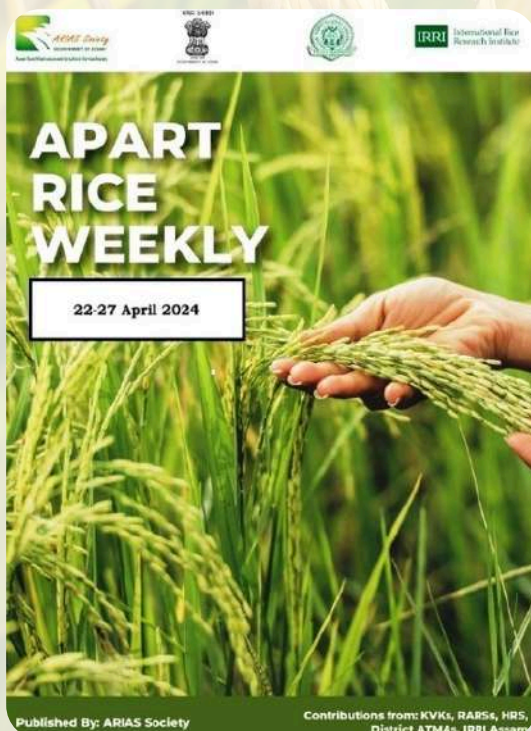
DECENTRALIZING KNOWLEDGE

JYOTI BIKASH NATH

SR. SPECIALIST, EXTENSION AND COMMUNICATION, IRRI

For the proper development of the agriculture sector in any State or country, it is essential to establish a robust extension system and delivery mechanism for dissemination of information and knowledge from the research labs to the grassroots level. Due to globalization and liberalization of the economy and the rapid spread of information-communication technology, the concept of development has changed radically, with knowledge and competition as the two main ingredients of development. Farmers rely on various sources to gather knowledge for better managing their agricultural activities. However, many a time, incorrect information and erroneous knowledge can prove to be detrimental for farming. The creation and wide distribution of knowledge materials is one of the targeted interventions in the paddy value chain under APART. Hence, Assam Agricultural University with technical support from the International Rice Research Institute (IRRI) under APART, has deployed and disseminated many technologies and techniques to reach the farmers efficiently. The Knowledge materials are resources and documents that provide information, insights, and data to help individuals understand and apply specific knowledge in a particular field or context. These materials are designed to educate, inform, and support decision-making processes.

Apart from the digital tools developed under APART, farm journals including APART Rice Weekly, brochures, factsheets, leaflets, manuals and books have been developed, published and distributed among the stakeholders including farmers. These materials have a long lasting impact on farming communities through dissemination of information on new technologies and serving as reference materials for extension functionaries. Additionally, they also serve the purpose of presenting success stories and case studies as real-world examples and sources of inspiration, while providing expert opinions to validate the importance and effectiveness of new technologies.

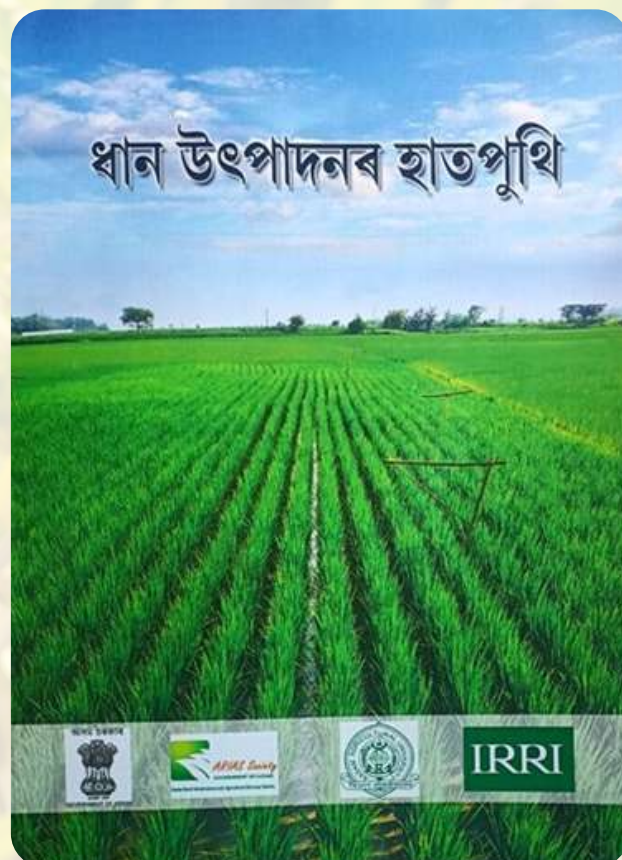


➤➤➤ APART RICE WEEKLY

The APART Rice Weekly is one of the newsletters published online by the ARIAS Society with contributions from Assam Agricultural University, ATMA, Department of Agriculture, Govt. of Assam and IRRI. The newsletter provides details of activities conducted during the foregone week. The innovative idea of including photographs of the author in each article/news not only enhanced the authenticity of the news but also inspired many budding writers. This newsletter provided a taste of journalism among young agricultural professionals. The first edition of “The Rice Weekly” covered the weekly activities of October 12-16, 2020 and it continued its publication until the last edition of 22-27, April 2024. Over 160 weekly editions of the Rice Weekly were published.

➤➤➤ BOOKLETS

AAU and IRRI jointly developed/localized 36 booklets and books. One of the notable works is the localization of the Rice Production Manual, which was later translated into Assamese and named as *Dhan Utpadonor Hat Puthi*, which included all the scientific knowledge of rice and its cultivation practices in simple language. It is one of the great resources for farmers, academicians, and extension functionaries. Customized booklets on direct seeding of rice, mechanical transplanting of rice, Premium Quality Rice (PQR), Best Management Practices (BMPs), pest and disease management, spray techniques, weed management, etc, are prepared. Some of these booklets are available in both English and Assamese. The published copies of the booklets were distributed during the capacity-building programs and the soft copy of these materials is available on the Rice Based Cropping Systems Knowledge Bank (RCSKB) website.



➤➤➤ ATLAS

The webGIS portal is an interactive interface where the developed maps and statistics can be visualized and compared for the different years. The maps available on the web GIS portal are published and distributed among the stakeholders. There are three (3) atlases on rice area during kharif, rice-fallow area during rabi, cropping system, cropping intensity, soil moisture availability in rice-fallow areas, and flood inundated areas for 2018-19, 2019-20 and 2020-21 and one suitability atlas for selected rice-based cropping systems. These suitability maps include potential areas for paddy-fish, paddy-potato, paddy-maize, paddy-mustard, paddy-summer pulses and paddy-vegetables.

➤➤➤ FACT SHEETS AND BROCHURES

Around 200 factsheets and 41 brochures were developed and printed in both Assamese and English, which are informative, visually appealing, and easy to read. They provide essential details quickly and efficiently to help the target audiences, motivating and educating them on modern agricultural technologies.



INFLUENCING PREFERENCES ON RICE VARIETY- RICE VARIETY CAFETERIA

**PUJA RAJKHOWA,
JUNIOR RESEARCHER, COMMUNICATION, IRRI**

Consumers often face a wide range of choices when it comes to rice varieties, which can lead to confusion when trying to select the right kind of rice for daily consumption. Factors such as taste, texture, aroma, nutritional benefits, and cost influence purchasing decisions. Farmers are increasingly open to growing new and improved rice varieties based on consumer preferences, market demand, seed availability, agro-climatic conditions, and affordability. The introduction of rice variety cafeterias has been instrumental in bringing together different varieties in a single platform, making it easier to determine the most suitable variety for a specific ecology.

Rice varietal cafeteria is playing a pivotal role in creating awareness about new and improved rice varieties under the Assam Agri-business and Rural Transformation Project (APART). The rice variety cafeteria, a replicated trial, serves as a platform designed to promote the diffusion of various rice varieties, including traditional varieties, climate-resilient stress-tolerant varieties, state/nationally released varieties, private sector varieties, high-yielding varieties, promising lines, and Premium Quality Rice (PQR), etc. In these cafeterias, the performance of a diverse group of varieties is evaluated through participatory observation in order to upscale new potential varieties. Since the inception of the project, replicated rice variety cafeterias have been conducted by Assam Agricultural University (AAU) at selected sites, and non-replicated cafeterias by Department of Agriculture (DoA) across APART districts with the technical support of International Rice Research Institute (IRRI). In Assam, rice variety cafeterias have witnessed a wide range of varieties being introduced including Stress Tolerant Rice Varieties (STRVs), High-Yielding Varieties (HYVs), Hybrids, Premium Quality Rice (PQRs) and local varieties.

The primary objective of rice varietal cafeteria is to involve farmers, scientists, and other stakeholders in the rice value chain for a scientific evaluation and selection processes of these varieties. The selection is based on crop characteristics, yield parameters, grain quality, and milling quality, helping partners like AAU, DoA & other stakeholders choose the most suitable variety for their region. The entire process, from seed-sowing to harvesting, is closely monitored by implementing partners and IRRI.

During the Boro 2023-24 season, about 50 rice varietal cafeterias were established across APART districts. Currently, the evaluation of these crop cafeterias is underway as harvesting time approaches. Rice varietal cafeterias have significantly changed the landscape of assessing new rice varieties suitable for each district and its ecological conditions, addressing the demand of consumers for rice varieties.



IN THE BORO 2023-24 SEASON, ABOUT 50 RICE VARIETAL CAFETERIAS WERE ESTABLISHED ACROSS APART DISTRICTS.

INTRODUCED STRESS TOLERANT RICE VARIETIES (STRVS), HIGH-YIELDING VARIETIES (HYVS), HYBRIDS, PREMIUM QUALITY RICE (PQRS) AND OTHER LOCAL VARIETIES.

নাৰ্ছাৰী ব্যৱসায়ত সঙ্গীতা দেৱীৰ এক সফলতাৰ কাহিনী

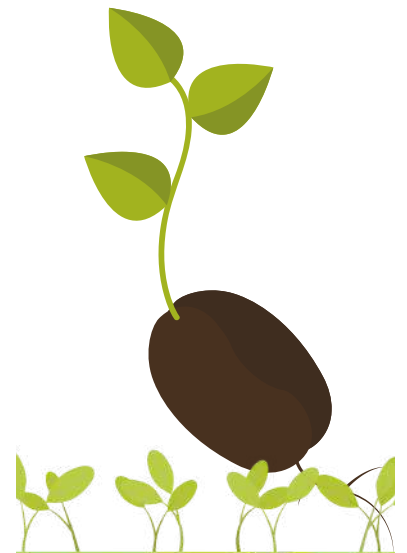
এপাৰ্ট'ৰ জনতথ্য যোগাযোগ কোষৰ দ্বাৰা



বৰ্তমান সময়ত নাৰ্ছাৰী ব্যৱসায় এক সম্ভাৱনাময় ক্ষেত্ৰ হিচাপে উজ্বলি উঠিছে। এই ব্যৱসায়ৰ জৰিয়তে নাৰ্ছাৰী ব্যৱসায়ীজন আৰ্থিক দিশত স্বাৱলম্বী হৈ উঠাৰ লগতে নাৰ্ছাৰীৰ বিভিন্ন কাম কাজত জড়িত কৰাই কেইবাজনো নিবনুৱা ব্যক্তিক জীৱন সংস্থাপনৰ বাট মুকলি কৰা দেখা গৈছে। তাৰোপৰি এই ব্যৱসায়ৰ অতি গুৰুত্বপূৰ্ণ দিশটো হৈছে যে উন্নত মানদণ্ডৰ পুলি যোগানৰ জৰিয়তে কৃষকক কৃষি কাৰ্যত লাভান্বিত হোৱাটো নিশ্চিত কৰে।

নাৰ্ছাৰী ব্যৱসায়ৰ লগত জড়িত তেনে এগৰাকী শিক্ষিত মহিলাৰ নাম সঙ্গীতা দেৱী। তেওঁৰ ঘৰ শোণিতপুৰ জিলাৰ তেজপুৰত। স্নাতকোত্তৰ ডিগ্ৰীধাৰী ৪৮ বছৰীয়া সঙ্গীতা দেৱীৰ দুটি সন্তান আৰু স্বামীৰ সৈতে তেওঁলোকৰ চাৰিজনীয়া এটি পৰিয়াল।

২০২১ চনৰ পৰা নাৰ্ছাৰী ব্যৱসায়কে জীৱিকা হিচাপে গ্ৰহণ কৰিবলৈ সঙ্গীতাক পোন প্ৰথমে তেজপুৰৰ এগৰাকী উদ্যমী মহিলা শ্ৰীমতী অমৃত মাধুৰী দেৱীয়ে অনুপ্ৰেৰণা যোগাইছিল। তাৰ পিছতে শোণিতপুৰ জিলাৰ এপাৰ্ট প্ৰকল্পৰ বিষয়া সকলেও যথেষ্ট খিনি দিহা-পৰামৰ্শৰে সঙ্গীতা দেৱীক সহায় কৰিছে। প্ৰথমে তেওঁ অমিতা, জলকীয়া, বিভিন্ন সুকাঠি গছৰ পুলি আৰু ফুলৰ পুলিৰে এই নাৰ্ছাৰী ব্যৱসায় আৰম্ভ কৰিছিল, আৰু পৰৱৰ্তী পৰ্যায়ত বিভিন্ন শস্যৰ পুলিৰ ব্যৱসায় আৰম্ভ কৰে। এই নাৰ্ছাৰী ব্যৱসায়েই পৰিয়ালটোৰ অৰ্থ উপাৰ্জনৰ প্ৰধান উৎস।





সঙ্গীতা দেৱীয়ে নাৰ্ছাৰী ব্যৱসায়ৰ বাবে এপাৰ্টৰ জৰিয়তে ৰাজসাহায্যৰে এটা পলি গৃহ লাভ কৰাৰ লগতে দুবাৰকৈ নাৰ্ছাৰীৰ ওপৰত প্ৰশিক্ষণ লাভ কৰিবলৈ সুবিধা পাইছে।

নাৰ্ছাৰী ব্যৱসায়ত তেওঁৰ বৰ্তমানৰ বছৰেকীয়া উপাৰ্জন (ডেৰ) ১.৫ ৰ পৰা ২ লাখ টকাৰ ভিতৰত। অহা তিনি বছৰত তেওঁৰ এই নাৰ্ছাৰী ব্যৱসায়টো যথেষ্ট বহল কৰাৰ ইচ্ছা তথা পৰিকল্পনা কৰিছে। সুকাঠি গছ, ফল-মূল আৰু ফুলৰ পুলিৰ বিক্ৰী (খুচুৰা)ৰ লগতে এখন ফল-মূলৰ বাগিচাও স্থাপন কৰাৰ পৰিকল্পনা কৰিছে। সঙ্গীতা দেৱীয়ে নিজৰ একাগ্ৰতা, কৰ্মস্পৃহা আৰু ধৈৰ্য - এনেধৰণৰ গুণৰ বাবেই নাৰ্ছাৰী ব্যৱসায়টো আগুৱাই নিব পৰিছে। সঙ্গীতাই জানিবলৈ দিয়া অনুসৰি তেওঁৰ ব্যৱসায় পৰিচালনাৰ মূল বৈশিষ্ট্য হৈছে মানৱ আৰু ব্যৱসায় সম্পদৰ সুৰক্ষা প্ৰদান।

সঙ্গীতাই এই নাৰ্ছাৰী ব্যৱসায়টো পৰিচালনা তথা আগবঢ়াই নিয়াত কিছু প্ৰত্যাহ্বানৰ সন্মুখীন হৈছিল। তাৰ ভিতৰত হৈছে এখন উপযুক্ত বজাৰৰ সমস্যা, বান সমস্যা ইত্যাদি। সঙ্গীতাই অধিক লাভৰ ওপৰত গুৰুত্ব নিদি গুণগত আৰু উন্নত মানদণ্ডৰ সামগ্ৰী অধিক বিক্ৰীৰ ওপৰত গুৰুত্ব দিয়াৰ ফলত সফল হোৱাৰ মুখ দেখিছে।

সঙ্গীতাই অভিজ্ঞতাৰ পৰা আগ্ৰহী মহিলা তথা মহিলা উদ্যোগীসকলক এটাই পৰামৰ্শ দিব বিচাৰে যে, সামগ্ৰীৰ গুণৰ মানদণ্ড আৰু গ্ৰাহকৰ পছন্দৰ ওপৰত গুৰুত্ব দিব লাগে। লগতে, অধিক লাভৰ ওপৰত গুৰুত্ব নিদি অধিক বিক্ৰীৰ ওপৰত গুৰুত্ব দিব লাগে। তেওঁ উদ্যমী মহিলা সকলক এই ব্যৱসায়ৰ ক্ষেত্ৰত আগবাঢ়ি আহি কৌশলগত ভাৱে ব্যৱসায় আৰম্ভ কৰি নিজৰ জীৱন তথা জীৱিকাৰ মানদণ্ড উন্নত কৰিবলৈ পৰামৰ্শ দিছে। আহক আমি সঙ্গীতা দেৱীৰ আদৰ্শৰে অনুপ্ৰাণিত হৈ নাৰ্ছাৰী ব্যৱসায়ৰ স্থাপনৰ জৰিয়তে নিজৰ তথা সমাজৰ উন্নতিত অৰিহণা যোগাওঁ।



**WE HAVE TO TRANSFORM INDIA IN
FIVE AREAS WHERE INDIA HAS
CORE AND COMPETENCE FIRST
BEING 'AGRICULTURE'.**

**DR. A.P.J ABDUL KALAM
FORMER PRESIDENT OF INDIA**



**Complilation & Editing : Dimple S Das (PICS)
Kakoli Borah (IEC Exe)
Layout Design by : Monalisa Hazarika (IDPE)**