

MFOI Samridh Kisan Utsav at KVK Hooghly with ICAR **as the knowledge partner**

9th July, 2024, Chinsurah

The Krishi Vigyan Kendra, Hooghly (BCKV) under the jurisdiction of ICAR-ATARI, Kolkata in collaboration with Krishi Jagaran and sponsored by Mahindra Tractors and Everest, observed MFOI Samridh Kisan Utsav today as a part of Kisan Bharat Yatra programme aiming to 'Maximizing Farmers' Income for a Prosperous Bharat.' These district level celebrations bring together progressive farmers, offering a unique opportunity to connect with the rural audience.

In his Presidential address, Dr. Pradip Dey, Director, ICAR-ATARI, Kolkata, highlighted the efforts of KVK Hooghly for disseminating advanced technologies on agriculture and allied sectors, and contributions to agricultural productivity and sustainability in the district. Dr. Dey expressed his trust that MFOI recognition of progressive farmers not only acknowledges their hard work but also inspires others, promotes the sharing of knowledge, and fosters a sense of community building.

Dr. K. Brahmachari, Director, Extension Education, BCKV gave a detailed account of evolution of agriculture and important role of farmers in the society.

Earlier, in his welcome address, Dr. Samsul Haque Ansari, Head, KVK, Hooghly elucidated the significance and backdrop of the day.



DDA (WBP) & PD, ATMA, District Horticulture Officer, Hooghly; Krishi Karmadhyaksha, Hooghly Zilla Parishad, Scientists from Rice Research Station, Chinsurah and KVK SMS and Staffs participated in the programme. An interactive session on Millet Cultivation and Disease Pest Management of Rice was also organized.





A documentary film on the farm mechanization, prepared by Mahindra Tractor, was projected for the participants. Twenty-five progressive farmers were felicitated for their exceptional contribution to agriculture and allied sectors in Hooghly district. More than 200 farmers, farm women and representative of FPOs/FPCs participated in the program.