

PRESS NOTE
SENSITIZATION WORKSHOP ON *MERA GAON MERA GAURAV*

INNOVATIVE INITIATIVE OF EXTENSION REFORMS

The Indian Council of Agricultural Research (ICAR) has initiated an innovative programme named “Mera Gaon Mera Gaurav” on the behest of Government of India to enhance and intensify interface of farmers and scientists. The objective of this programme is to provide farmers with required information, knowledge in form of advisories and leads to input sources. For the scientists across the spectrum of expertise and disciplines of agricultural research, it is a unique opportunity to get familiarized with day to day realities and situations of field, rural society and its interaction with the policies and demands of the distant decision makers of the country. In concurrence with the vision of the Government of India, ICAR-Indian Agricultural Research Institute has mobilized its formidable team of scientists for the success of this programme. The institute has finalized the list of village clusters (5 villages in each cluster) and multidisciplinary team of scientists (4 scientists in each team) as per the requirement and subsequent fine tuning of the methodology by the Institute think-tanks. Scientists will work shoulder to shoulder with other staff of the Institute, governments organs for agriculture, farmers and other stakeholders to fill in the skill and knowledge gap of agricultural practices for inclusive growth of the sector.

A sensitization workshop, chaired by Dr. T. Mohapatra, Director, ICAR-IARI, in presence of Dr. J. P. Sharma, Joint Director (Extension) and Dr. Indra Mani Mishra, Nodal Officer of *Mera Gaon Mera Gaurav* at the Institute, was held at B. P. Pal Auditorium at 2.30 PM on 6th November, 2015, where, about 300 scientists of ICAR-IARI and ICAR-IASRI were briefed about the goal of the programme and detailed methodology of implementing the programme. Dr. J. P. Sharma, highlighted the present day challenges and priorities of extension as well as the need for innovations in extension reforms. The scientists interacted candidly with the experts to clear their queries regarding the programme. Fund for transport, refreshment, purchase of input and methods of dissemination of knowledge were discussed and the queries were responded by the authorities. Director, IARI in his address urged the young scientists to take this as an opportunity to learn from the farmers. He mentioned that there is a need to feel for the farmers and be compassionate to their needs and problems, shortlist problems common to most farmers and address them with our technologies. He asked the scientists to establish rapport for ice-breaking and effective problem solving. He also assured all logistic and modest financial support for this programme from the institute budget.