

# **AZADI KA AMRUT MAHOTSAV**

## **Commemoration of 75<sup>th</sup> year of India's Independence**

### **Programmes & Activities**



**Indian Council of Agricultural Research  
Department of Agricultural Research & Education  
Krishi Bhawan, New Delhi**





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July, 2021





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त्रिलोचन महापात्र, पीएच.डी.

सचिव एवं महानिदेशक

TRILOCHAN MOHAPATRA, Ph.D.  
SECRETARY & DIRECTOR GENERAL

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कृषि अनुसंधान और शिक्षा विभाग एवं  
भारतीय कृषि अनुसंधान परिषद  
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## FOREWORD

The post-Independence journey of Indian Agriculture has been quite impressive despite several limiting factors such as uncertainties of weather, declining soil health, increasing atmospheric temperature and emergence of more virulent pests and pathogens. The production of food grains, fruits, vegetables, milk, meat, egg and fish has increased significantly. Systematic and strategic research has led to development of new technologies to address specific needs of the farmers. These are being disseminated through the network institutions in the National Agricultural Research Education and Extension System (NAREES), regular interaction with state governments and other stakeholders, and increased use of digital platforms for communication. Still there exist gaps in transfer of technology/ information from lab to land. There is a need to strengthen our communication amongst all stakeholders. The 75<sup>th</sup> Year of Nation's independence is being celebrated as Azadi Ka Amrut Mahotsav. The DARE/ICAR has planned various activities to be undertaken for 75 weeks preceding 15<sup>th</sup> August 2022. These include awareness campaigns and lectures by eminent persons on the thematic areas for reaching out to maximum stakeholders particularly farmers on various new developments in different sectors of agriculture. This journey of 75 weeks shall culminate with congregation of farmers who have been successful in doubling their income, students and academicians with release of the compendium on farmer's success stories. It is also proposed to bring out a book on "Indian Agriculture: A Saga of Success-Role of ICAR through Different Revolutions" and get it released during the occasion.

The proposed activities and campaigns during the 75 weeks of "Azadi ka Amrut Mahotsav" have been compiled to provide a glimpse of our efforts. I hope it would be interesting and informative to all the stakeholders. The feedbacks and suggestions to strengthen our activities in future are welcome.



Date: 22<sup>nd</sup> June 2021

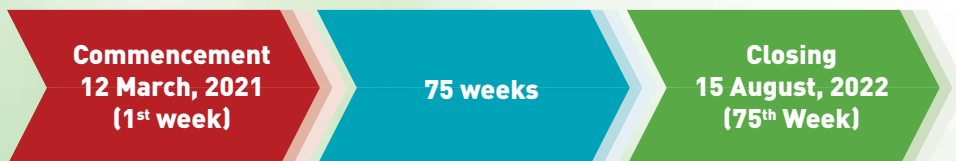
(T. Mohapatra)

Place: New Delhi-110 001



## Background

- The Government has decided to commemorate 75<sup>th</sup> year of India's Independence as *Azadi Ka Amrut Mahotsav*. The celebrations and campaigns during the year are planned on the identified activities and events on the policy initiatives and technological achievements having impacted India's growth story-domestically & internationally. These are low cost but people intensive campaigns on dedicated weekly theme for each of the 75 weeks. It shall involve community participation; and social and cultural events, to create awareness amongst masses about the scientific achievements and technological advancements.
- The Indian Council of Agricultural Research and Department of Agricultural Research & Education have planned following major activities to be celebrated during 2021-22 for the commemoration of 75<sup>th</sup> year of India's Independence:
  - a. 75 Mass Awareness Campaigns on specific themes and commodities, one every week preceding 75<sup>th</sup> Independence Day.
  - b. 75 lectures from eminent scholars under the theme '75<sup>th</sup> Years of India's Independence and Agriculture; one lecture every week for 75 weeks
  - c. Documentation of success stories of 75000 farmers on Doubling Farmers Income
  - d. Publication of Indian Agriculture: A Saga of Success-Role of ICAR in Agricultural Revolutions
  - e. Release of 75000 farmers' success stories document on DFI and Indian Agriculture: A Saga of Success: Role of ICAR through different Revolutions book on 94<sup>th</sup> Foundation Day of ICAR on 16 July 2022 and a mega scientist-farmer interface.





## A. Mass Awareness Campaign

1. **NATIONAL CAMPAIGNS:** The All India Campaigns, coinciding with the special occasions of national and international importance, will be organised involving all the ICAR institutes, KVKs, SAUs, farmers public leadership and PRIs. The details are as under:



| Sl No | Week of India@75 Celebrations              | Themes  | Lead* and Partner ICAR Institutes in the campaign                       | No of Institutes/ KVKs/ SAUs to participate |
|-------|--|---|---|---|
| 1     | Week 2<br>22-28 <sup>th</sup> Mar. 2021    | Valuing water-pre-requisite for achieving SDGs (coinciding with World Water Day 22 March)                                       | NRM and Crop Science*, KVKs, Horticulture Science, Agri Eng. Institutes | 400   |
| 2     | Week 7<br>26 Apr.-2 <sup>nd</sup> May 2021 | Atmanirbhar Bharat- Harnessing potential of oilseeds for import substitution coinciding with International Seed Day on 26 April | Crop Science*, KVKs, NRM and Agri Eng. Institutes                       | 400   |



| Sl No | Week of India@75 Celebrations                                  | Themes  | Lead* and Partner ICAR Institutes in the camapiagn                    | No of Institutes/ KVKs/ SAUs to participate |
|-------|--|---|---|---|
| 3     | Week 10<br>17-23 <sup>rd</sup> May 2021                        | Agriculture and Environment:<br>The Citizen face:<br>Interacting with School Children (the future leaders and citizens) Coinciding with International Biodiversity day 22 <sup>nd</sup> May | Crop Science*, KVKs, NRM, Horticulture Science, Agri Eng. Institutes  | 400   |
| 4     | Week 12<br>31 <sup>st</sup> May – 6 <sup>th</sup> June 2021    | Animal Health and Hygeine for More and Clean milk (on World Milk Day 1 June)  | Animal Science*, KVKs and SAUs  | 400   |
| 5     | Week 12<br>31 <sup>st</sup> May to 6 <sup>th</sup> June 2021   | Agroforestry for Income: Bamboo production<br>Coinciding with World Environment Day 5 June  | NRM*, KVKs, Horticulture, Crop Science Institutes                     | 70  |
| 6     | Week 18<br>12 <sup>th</sup> July to 18 <sup>th</sup> July 2021 | Atma Nirbhar Krishi- ICAR Foundation Day , 16th July  | Agri Extension*, All Institutes of ICAR, KVKs, SAUs, Line Departments | 800   |
| 7     | Week 23<br>16-22 <sup>nd</sup> Aug. 2021                       | Agriculture and Nutrition: The way of Tribal Agriculture  | Agri Extension*, All ICAR Institutes, KVKs and SAUs                   | 800   |
| 8     | Week 27<br>13-19 <sup>th</sup> Sept. 2021                      | Nutri-sensitive Agriculture- The natural poshan with nutrient fortified food (national Poshan Month)  | Agri Extension*, All Institutes of ICAR, KVKs, SAUs, Line Departments | 800   |
| 9     | Week 30<br>4-10 <sup>th</sup> Oct. 2021                        | Cotton for prosperity and Comfort<br>Coinciding with World Cotton Day on 7 October  | Crop Science*, KVKs, NRM and Agri Eng. Institutes                     | 250   |



Bamboo in Agroforestry



Cotton for Prosperity

| Sl No | Week of India@75 Celebrations                              | Themes   | Lead* and Partner ICAR Institutes in the camapiagn                             | No of Institutes/ KVKs/ SAUs to participate |
|-------|--|--|--|---|
| 10    | Week 31<br>11-17 <sup>th</sup> Oct. 2021                   | Equity and Empowerment – Mahila Kisan Diwas (15 October)   | Agri Extension*, All Institutes of ICAR, KVKs, SAUs, Line Departments          | 800   |
|       | Week 31<br>11-17 <sup>th</sup> Oct. 2021                   | Technological Advancements for Food and Nutrition Security (coinciding with World Food Day on 16 October)      | Agri Extension*, All Institutes of ICAR, KVKs, SAUs, Line Departments          | 800   |
| 11    | Week 36<br>15-21 <sup>st</sup> Nov. 2021                   | Fish for health and prosperity coinciding with World Fisheries day on November 21                              | Fisheries Science*<br>Institutes of ICAR, KVKs, SAUs                           | 400   |
| 12    | Week 38<br>29 <sup>th</sup> Nov - 5 <sup>th</sup> Dec 2021 | Agricultural Education Day (3rd December)- Reaching out to School Children                                     | Agri Education*<br>Division, DUs of ICAR, Other Institutes of ICAR, KVKs, SAUs | 800   |
|       | Week 38<br>29 <sup>th</sup> Nov - 5 <sup>th</sup> Dec 2021 | Balanced use of fertilizers for Soil Health -Mass campaign on Soil health on World Soil Health day 5 December  | NRM*, Agri Engg, Horticulture, Crop Science, Agri Education, KVKs and SAUs     | 620   |
| 13    | Week 41<br>20 -26 <sup>th</sup> Dec. 2021                  | Jai Kisan Jai Vigyan week (23-27 December) Uttam Kheti-Unnat Kisan   | Agri Extension*, All Institutes of ICAR, KVKs, SAUs, Line Departments          | 620   |
| 14    | Week 43<br>3-9 <sup>th</sup> Jan 2022                      | Clean Milk -Better health and price  | Animal Science*<br>Institutes, KVKs, SAUs                                      | 400   |
| 15    | Week 48<br>7-13 <sup>th</sup> Feb. 2022                    | Atmanirbhar Bharat- Harnessing potential pulses for import substitution (International Pulses Day 10 February) | Crop Science*, NRM, Agri Engg, KVKs, SAUs                                      | 400   |



Pulses : Rich Source of Protein

| Sl No | Week of India@75 Celebrations                                | Themes  | Lead* and Partner ICAR Institutes in the camapiagn                                      | No of Institutes/ KVKs/ SAUs to participate |
|-------|--|---|---|---|
| 16    | Week 52<br>7-13 <sup>th</sup> March 2022                     | International Women Day (8th March): Empowering women farmers with skill and knowledge  | Agri Extension*, All Institutes of ICAR, KVKs, SAUs, Line Departments                   | 800   |
| 17    | Week 56<br>4-10 <sup>th</sup> Apr. 2021                      | World Health Day -Nutri Thali and biofortified crops  | Crop Science*, Hort. Science, KVKs, SAUs, Line Departments                              | 800   |
| 18    | Week 64<br>30 <sup>th</sup> May - 4 <sup>th</sup> Jun. 2022  | Diversification of Agriculture for augmenting rural income: nutri cereals, beekeeping [on World Nutrition Day 28 May and World No Tobacco Day 31st May] | Crop Science*, Horticulture Science, KVKs and line Departments                          | 500   |
| 19    | Week 65<br>6-12 <sup>th</sup> Jun. 2022                      | Atmanirbhar Bharat- One district one product: Local to Global   | Agri Extension*, KVKs, Crops, Horticulture, Animal & Fisheries Science Institutes, SAUs | 600   |
| 20    | Week 68<br>27 <sup>th</sup> Jun. - 3 <sup>rd</sup> Jul. 2022 | International Fruit day and National Agriculture Day on July 1  | Horticulture Science*, All ICAR Institutes, KVKs, SAUs                                  | 500   |
| 21    | Week 70<br>11-17 <sup>th</sup> Jul. 2022                     | ICAR Foundation Day on 16 July, 2022. National celebrations (release of book, success stories and address by PM to 75000 DFI farmers)                   | All ICAR Institutes, KVKs and SAUs  | 800   |
| 22    | Week 74<br>1-7 <sup>th</sup> Aug. 2022                       | Organic Farming Awareness campaign in crops, fruits and vegetables  | NRM*, Crops, Horticulture Institutes, KVKs, SAUs, Line departments                      | 620   |



International Women's Day Celebration



Beekeeping training for Higher rural income



Apple farming in Hills

\* The Lead SMD. In all other Agri Extension is the lead Division. KVKs are common partners in all the campaigns (National and sector specific)

2. **SECTOR SPECIFIC CAMPAIGNS:** In addition to National campaigns, the sector specific campaigns will be organised by involving the specialised institutions, ICAR-All India Coordinated Research Project, Cooperating Centres of SAUs and KVKs. The webinars, kisan gosthies, field days, meetings and outreach programmes will be conducted for creating awareness amongst various stakeholders.
- i). **Crop Sector:** Eight awareness campaigns under different thematic areas will be conducted in crop sector.




| Sl | Week No of India@75 Celebrations   | Theme   | Sub-theme   | Institutes Responsible   | Activities  |
|----|--|---|---|--|---|
| 1  | Week 2<br>22-28 Mar. 2021<br>(along with National Campaign)  | Valuing water-pre-requisite for achieving SDGs  | <ul style="list-style-type: none"> <li>Crop diversification</li> </ul>  | SBI, Coimbatore<br>NAAS-Coimbatore chapter<br>Collaborators: ICAR Institutes*<br>SAU's                                     | <ul style="list-style-type: none"> <li>Panel discussion on efficient utilization of water resources.</li> </ul>   |
| 2  | Week 7<br>26 April to 2 May, 2021<br>(Coinciding with national campaign on International seed Day on 26 April) | Seed security to food security  | <ul style="list-style-type: none"> <li>Advances in Seed Technology Research</li> <li>Seed production - issues and wayforward</li> </ul>                         | IISS, Mau<br>ICAR Institutes*<br>AICRP NSP Centres   | <ul style="list-style-type: none"> <li>Seminar/Webinar</li> <li>Participatory seed production</li> <li>Trainings</li> <li>Stakeholders meet</li> </ul>  |
| 3  | Week 9<br>10-16 May. 2021  | Agrobiodiversity ( <i>The week coinciding the date of 'International biodiversity Day' 22 May</i> )                         | Agrobiodiversity for sustainability<br>Agrobiodiversity regulations   | NBPGR<br>NBAIR<br>NBAISM<br>ICAR Institutes*<br>AICRP Centres<br>KVKs<br>SAUs  | <ul style="list-style-type: none"> <li>Webinar</li> <li>Scientists'- Farmers'- Industries Interaction Meet</li> </ul>   |
| 4  | Week 14<br>14-20 Jun. 2021   | Sugarcane for sugar and beyond ( <i>The week coinciding the world day to combat Desertification and Drought – 17 June</i> ) | <ul style="list-style-type: none"> <li>Sugarcane improvement for water productivity</li> <li>Sweet revolution</li> <li>Diversified uses of sugarcane</li> </ul> | Coordination: SBI, Coimbatore<br>NAAS-Coimbatore<br>Collaborators: ICAR Institutes*<br>AICRP on sugarcane centres<br>SAU's | <ul style="list-style-type: none"> <li>International Conference on Sugarcane Research, Sugarcane for sugar and beyond (Virtual)</li> <li>Sugarcane improvement for water productivity</li> <li>Micro irrigation and improving water use efficiency</li> <li>Global issues in sugarcane sector</li> <li>Sugar industry challenges and opportunities</li> </ul> |



Co 99004 - A new mid-late sugarcane variety for Peninsular zone



| Sl | Week No of India@75 Celebrations | Theme  | Sub-theme   | Institutes Responsible   | Activities   |
|----|----------------------------------|--|---|--|--|
| 5  | Week 15<br>21-27 Jun.<br>2021    | Microbiome for food and environment security (The week coinciding the 'World Microbiome Day 27 June) | <ul style="list-style-type: none"> <li>• Microbiome for soil and plant health</li> <li>• Biofertilizers &amp; Biopesticides for organic cultivation week</li> </ul> | NBAIM, Mau<br>IARI, New Delhi<br>NBSSLUP, Nagpur<br>Indian Institute of Soil Science, Bhopal<br>KVKs<br>AMAAS Centres<br>Other ICAR Institutes | <ul style="list-style-type: none"> <li>• Seminar/Webinar</li> <li>• Lecture Series</li> <li>• Awareness programmes</li> <li>• Publications</li> <li>• Launching of website from Indian Soil Microbiome Project</li> </ul>  |
| 6  | Week 26<br>20-26 Sep.<br>2021    | Food and Nutritional security (The week coinciding the 'National Poshan month' Sept., 2021)          | <ul style="list-style-type: none"> <li>• Farmers Perspective</li> <li>• Industrial involvement</li> <li>• Women self help and small entrepreneurs</li> </ul>        | IIWBR<br>IARI, New Delhi<br>IIMR, Ldh<br>IIPR<br>DRMR<br>IISR, Indore<br>DGR and KVKs  | <ul style="list-style-type: none"> <li>• Webinar on Food and Nutritional Security: "<i>Daal -Roti</i>" concept in recent perspective</li> <li>• Interactive meet inviting Industries / Millers /Bakers on Multigrain marketing model as health diet</li> <li>• Publication using inputs from above two events</li> <li>• Exhibitions &amp; Carnivals engaging women self- help groups and entrepreneurs displaying home-made marketable products made out of wheat, maize, pulses, Soybean, mustard, Groundnut etc.</li> </ul> |
|    |                                  |                    |   | Barley for health and processing   |  |

| Sl | Week No of India@75 Celebrations  | Theme  | Sub-theme  | Institutes Responsible   | Activities  |
|----|---|--|--|--|---|
| 7  | Week 31<br>11-17 Oct. 2021<br>(Coincides with World Food Day on 16 October) | Millets – Crops for Good Health, Nutritional Security and Climate Resilience | <ul style="list-style-type: none"> <li>• Health benefits of millets</li> <li>• mainstreaming millets as food for all</li> </ul>              | IIMR, Hyderabad<br>ICAR Institutes*, NIN, CFTRI, NIFTEM, IIFPT, FPOs, DAC&FW, APEDA, KVKs, AICRP Centres, Food industry, Startups, | <ul style="list-style-type: none"> <li>• Webinar</li> <li>• Awareness campaigns</li> <li>• Interactive meetings with stakeholders</li> </ul>  |
| 8  | Week 49<br>14-20 Feb. 2022  | Climate Smart Rice Farming   | <ul style="list-style-type: none"> <li>• Rice research in India: Where we are</li> <li>• Innovative techniques of rice production</li> </ul> | Coordination: ICAR-NRRI<br>Collaborators: ICAR-IIRR, ICAR-IARI, SAUs   | <ul style="list-style-type: none"> <li>• Seminars/ Webinars</li> <li>• Rice Farmers Congress</li> <li>• Awareness programme and distribution of critical inputs to step up rice production and productivity</li> <li>• Lectures</li> <li>• Field visits</li> <li>• Trainings</li> </ul> |

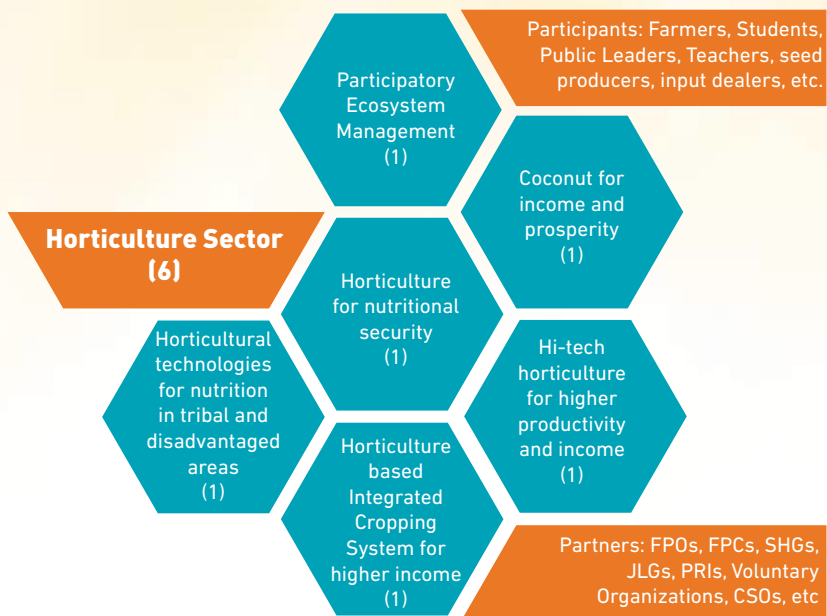



AKPATRA 132: Millets for Diversity






## ii). Horticulture Sector: 6 Campaigns



| Sl | Week No of India@75 Celebrations   | Theme   | Sub-theme   | Institutes Responsible  | Activities   |
|----|--|---|---|---|--|
| 1  | Week 12<br>6-13 June, 2021   | Participatory ecosystem management for sustainable production and biodiversity conservation | <ul style="list-style-type: none"> <li>Participatory ecosystem management.</li> <li>Biodiversity conservation for sustainable use</li> </ul>  | CIAH, CISH, NRCSS, DMPAR, IISR, CPCRI, IIHR, CITH, DMR, NRCO, NRCL, IIOPR | <ul style="list-style-type: none"> <li>Seminar/Webinar on Participatory management of arid and semi-arid eco-system</li> <li>Awareness programmes biodiversity &amp; conservation in perennial horticulture production system</li> </ul> |
|    |  <p>Carissa carandas Linn. (Karonda), Rich in Iron &amp; minerals</p> |   |   |   |  |
| 2  | Week 25<br>6-12 September, 2021  | World Coconut Day   | Potential palm sector   | CPCRI, IIOPR, CIARI   | <ul style="list-style-type: none"> <li>Webinar on plantation crops.</li> <li>Stakeholders interaction on coconut and oil palm</li> <li>Campaign on oil palm</li> </ul>   |
| 3  | Week 29<br>27 Sep.-3 Oct. 2021   | Horticultural crops for nutritional security  | <ul style="list-style-type: none"> <li>Nutra-ceutical significance of spices</li> <li>Mush-rooms for nutritional security</li> <li>Prospects of medicinal plants in diversification and income generation.</li> </ul> | IISR, NRCSS, DMR, IIHR, DMAPR   | <ul style="list-style-type: none"> <li>Webinar on nutraceutical significance of spices.</li> <li>Scientists -farmers interface on technologies for production of nutrient rich mushrooms</li> </ul>                                      |



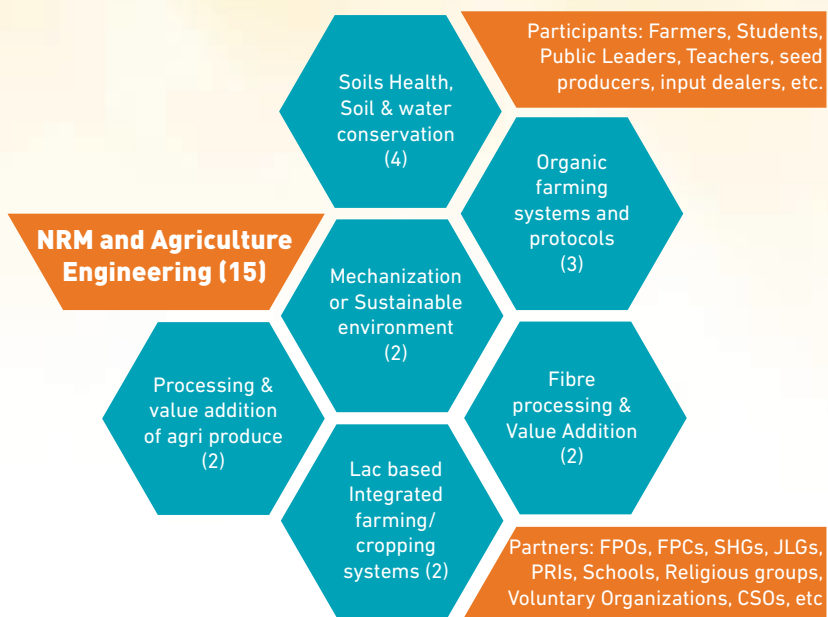
Mushroom production for higher income

| Sl | Week No of India@75 Celebrations | Theme  | Sub-theme  | Institutes Responsible   | Activities   |
|----|----------------------------------|--|--|--|--|
| 4  | Week 45<br>17-23 January, 2022   | High-tech Horticulture for higher productivity and income                          | • Technologies for high-tech Production of horticultural crops   | IIHR, IIVR, CIAH, CITH, CIARI, DFR, DMR, NRCG & NRCSS  | <ul style="list-style-type: none"> <li>• Webinar on high-tech production of horticultural crops.</li> <li>• Group discussion on low-cost protected cultivation technologies-way forward.</li> <li>• Scientists'-Farmers'-Interface on protected cultivation for enhanced income</li> </ul> |
| 5  | Week 47<br>31 Jan.-6 Feb. 2022   | Horticultural Technologies for augmenting nutritional security in remote areas     | Training of farmers and other stakeholders on important horticultural technologies suitable for adoption in remote areas   | IIHR, IIVR, CTCRI, CPCRI, CITH, IISR, DCR, NRCP, CCRI, NRCSS, DOGR, CIAH, NRCO, DMR, CPRI, CISH, DMAPR | Training of stakeholders on production technology of nutrient rich horticultural crops   |
|    |                                  |  | Hi-tech Horticulture: Chrysanthemum cultivation  |  |  |
| 6  | Week 75<br>8-15 Aug. 2022        | Sustainable integrated cropping system models for enhanced income of farmers       | <ul style="list-style-type: none"> <li>• Intensive cropping systems for enhanced income.</li> <li>• Sustainable utilization of crop and climatic diversity.</li> </ul> | CPCRI, IISR, CTCRI, CIARI, IIVR & IIHR,  | <ul style="list-style-type: none"> <li>• Webinar on Integrated cropping systems</li> <li>• Awareness on intensive cropping systems for sustainability and profitability.</li> <li>• Conservation of natural resources</li> </ul>   |



Integrated Farming System

### iii). Natural Resource Management (NRM): 6 Campaigns



Farm pond with spraygun : Judicious use of rainwater

| Sl No  | Week No of India@75 Celebrations | Theme  | Subtheme   | Institute responsible  | Activity   |
|--|----------------------------------|--|--|--|--|
| 1  | Week 6<br>19-25 April, 2021      | Mass awareness campaign for soil, water and farm mechanization     | Water conservation and irrigation scheduling                       | ICAR-IIWM, Bhubaneswar   | Organization of Kishan Gosthi at TSP village, Purtiguda of Rayagada district of Odisha               |
| 2  | Week 21<br>2-8 May 2021          | Organic Farming Awareness campaign in crops, fruits and vegetables | Production technologies, Certification methods and group formation | IIFSR, All India Network Program on Organic Farming, AICRP-IFS | Field days, Gosthis, Workshops, Social media advisories, TV/ Radio discussions, and National webinar |
|  |                                  |  |  |  |  |
| 3  | Week 53<br>14-20 Mar. 2022       | Mass awareness campaign for soil, water and farm mechanization     | Water conservation and irrigation scheduling                       | ICAR-IIWM, Bhubaneswar   | Organization of Field Day at Farmers First village, Khuntapingu of Keonjhar district of Odisha       |
| 4  | Week 55<br>28 Mar.-3 Apr. 2022   | Organic Farming Awareness campaign in crops, fruits and vegetables | Production technologies, Certification methods and group formation | IIFSR, All India Network Program on Organic Farming, AICRP-IFS | Field days, Gosthis, Workshops, Social media advisories, TV/ Radio discussions, and National webinar |
| 5  | Week 62<br>16-22 May 2022        | Improving Soil Health  | Improving Soil Health  | ICAR-IISS Bhopal   | Farmer-Scientist Interaction Meet & Field Day at MGMG/ SCSP adopted villages                         |
| 6  | Week 63<br>23-29 May 2022        | Improving Soil Health  | Improving Soil Health  | ICAR-IISS Bhopal   | Farmer-Scientist Interaction Meet & Field Day at MGMG/ SCSP adopted villages (proposed)              |



#### iv). Agricultural Engineering: 9 Campaigns



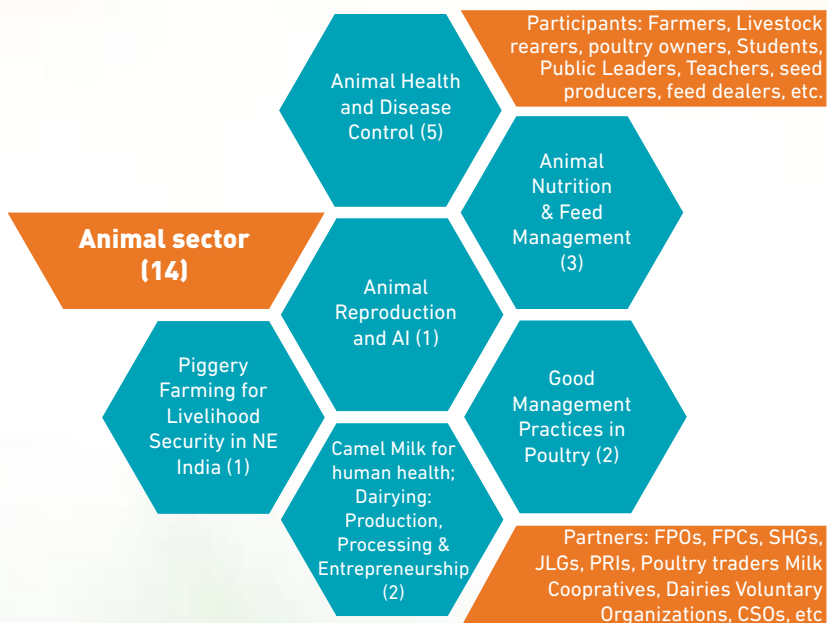
| SI No | Week No of India@75 Celebrations | Theme   | Subtheme  | Institute responsible | Activity  |
|-------|----------------------------------|---|---|-----------------------|---|
| 1     | Week 3<br>29 Mar. - 4 Apr. 2021  | Mechanization for sustainable environment             | Conservation agriculture                                      | ICAR-CIAE, Bhopal     | Demonstration, Krishak Sangoshthi   |
| 2     | Week 5<br>12-18 Apr. 2021        | Fibre Processing & Value addition                     | Quality improvement of cotton                                 | ICAR-CIRCOT, Mumbai   | Conducting one day seminar for creating awareness about cotton quality based trading                      |
| 3     | Week 19<br>19-25 Jul. 2021       | Mechanization for sustainable environment             | Conservation agriculture                                      | ICAR-CIAE, Bhopal     | Field Days, Promotion in Mass-media   |
| 4     | Week 20<br>26 Jul.-21 Aug. 2021  | Processing and value addition of agricultural produce | Post harvest processing and storage of the cereals and pulses | ICAR-CIPHET, Ludhiana | Mass media campaign and demonstration about Post harvest processing and storage of the cereals and pulses |

| Sl No | Week No of India@75 Celebrations | Theme   | Subtheme  | Institute responsible | Activity  |
|-------|----------------------------------|---|---|-----------------------|---|
| 5     | Week 45<br>17-23 Jan. 2022       | Processing and value addition of agricultural produce                   | Post harvest processing and storage of the cereals and pulses | ICAR-CIPHET, Ludhiana | Mass media campaign and demonstration about the Post harvest processing and storage of the cereals and pulses |
| 6     | Week 44<br>10-16 Jan 2022        | Calliandracalothyrsus a good host in Lac Integrated Agroforestry system | Livelihood enhancement of tribal people.                      | ICAR-IINRG, Ranchi    | Interactive meetings, Field days, Kisan gosthis, workshops, advisories etc                                    |
| 7     | Week 52<br>7-23 Mar. 2021        | Organic Inputs for Organic farming                                      | Vermicompost preparation                                      | ICAR-IINRG, Ranchi    | Field days, Kisan gosthis, workshops, advisories etc.   |
| 8     | Week 60<br>2-8 May. 2022         | Processing and value addition of Jute                                   | Accelerated rating of jute for quality improvement            | ICAR-NINFET, Kolkata  | Mass media campaign and demonstration about the Accelerated rating of jute.                                   |
| 9     | Week 69<br>4-10 Jul. 2022        | Lac Based Integrated Cropping System                                    | Livelihood enhancement of tribal people.                      | ICAR-IINRG, Ranchi    | Field days, interactive meetings, Kisangosthis, workshops, advisories etc                                     |







## v). Animal Sector: 14 Campaigns



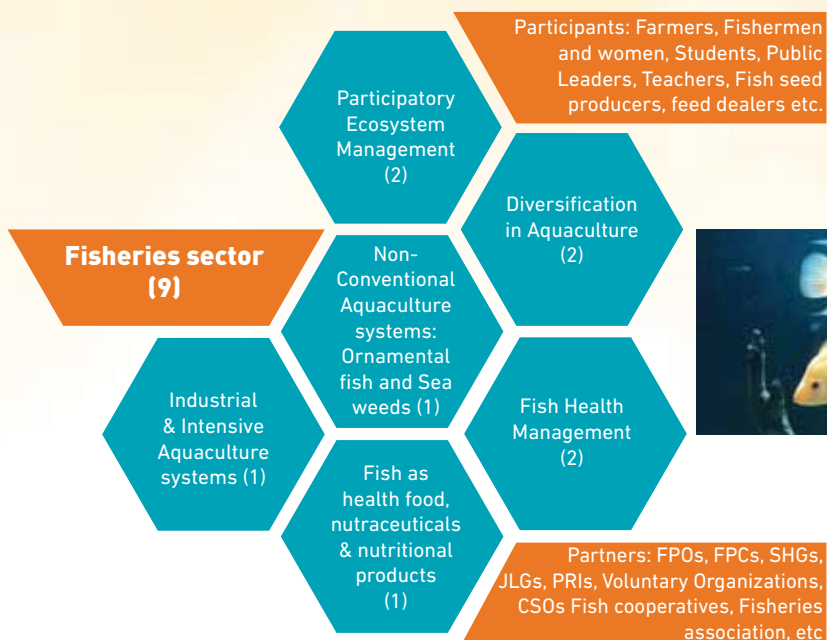
Women members of a Milk Cooperatives in Tamilnadu


| Sl No | Week No of India@75 Celebrations  | Theme  | Subtheme   | Institutes Responsible                         | Activities  |
|-------|---|--|--|--|---|
| 1     | Week 8<br>3-9 May 2021  | Animal Health  | Vaccination against Brucellosis<br> | ICAR-IVRI, Izatnagar                           | Farm Schools, awareness, vaccination camps/ goshies & Field days  |
| 2     | Week 13<br>7-13 June, 2021  | Animal Health  | Preventive health technologies for reducing morbidity and mortality  | ICAR-CSWRI, Avikanagar                         | Field days, Animal health camp, Goshis,   |
| 3     | Week 17<br>5-11 Jul. 2021   | Livelihood security in NE India                        | Piggery farming  | ICAR-NRC on Pig, Guwahati, Assam               | Awareness programme on scientific rearing of pig; distribution of pigs, pig feed, feed supplements, etc |
| 3     | Week 24<br>23-29 Aug. 2021  | Animal Nutrition                                       | Enhancement of flock productivity  | ICAR-CSWRI, Avikanagar                         | Memnprash feeding to lambs, cafeteria feeding for lambs, fodder conservation                            |
| 4     | Week 33<br>25-31 Oct. 2021  | Feeding and Nutrition for better health and production | Supplementation of Area-Specific Mineral Mixture   | ICAR-NIANP, BAIF, AAU, Anand. TANUVAS, Chennai | Field demonstrations, Workshops, Discussion with SHG, Milk society and Milk Unions                      |
| 5     | Week 34<br>1-7 Nov. 2021<br> | Artificial Insemination                                | Increased fertility and wider dissemination of elite germplasm   | ICAR-CSWRI, Avikanagar                         | Awareness campaign on AI, synchronization and AI in field flocks, Trainings                             |
| 6     | Week 37<br>22-28 Nov. 2021  | GMP in Poultry   | Rural Poultry farming  | ICAR-DPR, Hyderabad                            | Workshop, exhibition, TV/radio talks  |

| Sl No | Week No of India@75 Celebrations | Theme  | Subtheme   | Institutes Responsible                    | Activities   |
|-------|----------------------------------|--|--|---|--|
| 7     | Week 42<br>27- Dec.- 2 Jan. 2022 | GMP in Poultry   | Rural Poultry farming  | ICAR-DPR, Hyderabad                       | Workshop, exhibition, TV/radio talks   |
| 8     | Week 43<br>3 -9 Jan, 2022        | Animal Health  | Preventive health technologies for reducing morbidity & mortality    | ICAR-CSWRI, Avikanagar                    | Field days, Animal health camp, Gosthis,   |
| 9     | Week 46<br>24-30 Jan. 2022       | Animal Health  | Preventive health technologies for reducing morbidity & mortality    | ICAR-CSWRI, Avikanagar                    | Field days, Animal health camp, Gosthis,   |
| 10    | Week 50<br>21-27 Feb. 2022       | Mass awareness campaign on Camel milk for human health | Alternate milk   | ICAR-National Research Centre on Camel    | Workshops on hygienic camel milk production and cold chain management  |
| 11    | Week 54<br>21-22 Mar. 2022       | Dairying (Production, Processing and Entrepreneurship) | Dissemination of innovative dairy technologies to dairy stakeholders | ICAR-NDRI, Karnal                         | <ul style="list-style-type: none"> <li>• 2 webinars/ Seminars</li> <li>• 2 webinars/ Seminars</li> <li>• 2 webinars/ Seminars</li> </ul> |
| 12    | Week 57<br>11-17 Apr. 2022       | Mass awareness on Campaign                             | Vaccination against Brucellosis                                      | ICAR-IVRI, Izatnagar                      | Farm School, awareness, vaccination camps/ gosthis& Field days   |
| 13    | Week 58<br>18-24 Apr. 2022       | Animal Health care for better productivity             | Awareness campaign   | ICAR-NIVEDI,                              | Group Discussion, lecture series, campaigns and radio talks and TV discussions, Framers field program etc.                               |
| 14    | Week 67<br>20-26 June 2022       | Feeding and Nutrition for better health and production | Strategic supplementation of Area-Specific Mineral Mixture           | NIANP, BAIF, AAU, Anand. TANUVAS, Chennai | Field demonstrations, Workshops, Discussion with SHG, Milk society and Milk Unions   |



## vi). Fisheries Sector : 9 Campaigns



| Sl | Week No of India@75 Celebrations | Theme  | Sub-theme  | Institutes Responsible  | Activities  |
|----|----------------------------------|--|--|---|---|
| 1  | Week 16<br>28 Jun.-4 Jul. 2021   | Ecosystem management for sustainable fisheries   | <ul style="list-style-type: none"> <li>• Environmental management for sustainable fisheries.</li> <li>• Biodiversity &amp; Conservation</li> </ul> | CMFRI, CIFRI, NBFGR, DCFR, CIFE, CIFA, CIBA & CIFT                          | <ul style="list-style-type: none"> <li>• Webinar on Open-water fisheries</li> <li>• Awareness programmes on ecosystem health and biodiversity</li> <li>• Conservation programmes</li> </ul> |
| 2  | Week 25<br>30 Aug.-5 Sep. 2021   | Duck Farming   | <ul style="list-style-type: none"> <li>• System diversification in aquaculture</li> </ul>  | CMFRI, CIFRI, NBFGR, DCFR, CIFE, CIFA, CIBA & CIFT                          | <ul style="list-style-type: none"> <li>• Webinar on Diversification in Aquaculture</li> <li>• Scientists'-Farmers'-Industries Interaction Meets</li> </ul>                                  |
|    |                                  |         |  | ICAR-CCARI — breeding and propagating highly productive Kuttanad duck breed |   |
| 3  | Week 35<br>8-14 Nov. 2021        | Antimicrobial resistance ( <i>coinciding with 'World Antimicrobial Awareness Week'</i> ) | Antimicrobial resistance in fish   | CMFRI, CIFRI, NBFGR, DCFR, CIFE, CIFA, CIBA & CIFT                          | <ul style="list-style-type: none"> <li>• Seminar/ Webinar on Antimicrobial Resistance</li> <li>• Lecture Series</li> <li>• Awareness programmes</li> <li>• Publications</li> </ul>          |
| 4  | Week 38<br>29 Nov - 5 Dec, 2021  | Diversification in Aquaculture   | <ul style="list-style-type: none"> <li>• Seed production of diversified species and System diversification in aquaculture</li> </ul>               | CMFRI, CIFRI, NBFGR, DCFR, CIFE, CIFA, CIBA & CIFT                          | <ul style="list-style-type: none"> <li>• Webinar</li> <li>• Seed distribution</li> <li>• Scientists'-Farmers'-Industries Interaction Meets</li> </ul>                                       |





| Sl | Week No of India@75 Celebrations | Theme  | Sub-theme  | Institutes Responsible                             | Activities   |
|----|----------------------------------|--|--|--|--|
| 5  | Week 40<br>13-19 Dec. 2021       | Fish health management in aquaculture ( <i>coinciding with 'Kisan Diwas'</i> )             | <ul style="list-style-type: none"> <li>Fish disease management</li> <li>Aquatic Animal disease surveillance</li> </ul>                       | CMFRI, CIFRI, NBFGR, DCFR, CIFE, CIFA, CIBA & CIFT | <ul style="list-style-type: none"> <li>Webinar on Sustainable aquaculture through effective fish health management</li> <li>Awareness campaigns &amp; fish health camps</li> <li>Interactive meetings with fish farmers/ stakeholders</li> </ul> |
| 6  | Week 51<br>28 Feb. – 6 Mar. 2022 | Non-conventional aquaculture systems   | <ul style="list-style-type: none"> <li>Ornamental fish culture</li> <li>Seaweed culture</li> <li>Pearl culture</li> </ul>                    | CMFRI, CIFRI, NBFGR, DCFR, CIFE, CIFA, CIBA & CIFT | <ul style="list-style-type: none"> <li>Webinar on Prospects of non-conventional aquaculture for income security</li> <li>Stakeholders consultation, Training</li> </ul>  |
| 7  | Week 66<br>13-19 Jun. 2022       | Participatory ecosystem management for sustainable fisheries and biodiversity conservation | <ul style="list-style-type: none"> <li>Participatory ecosystem management.</li> <li>Biodiversity conservation for sustainable use</li> </ul> | CMFRI, CIFRI, NBFGR, DCFR, CIFE, CIFA, CIBA & CIFT | <ul style="list-style-type: none"> <li>Seminar/ Webinar on Participatory management of open-water fisheries</li> <li>Awareness programmes biodiversity &amp; conservation</li> </ul>   |



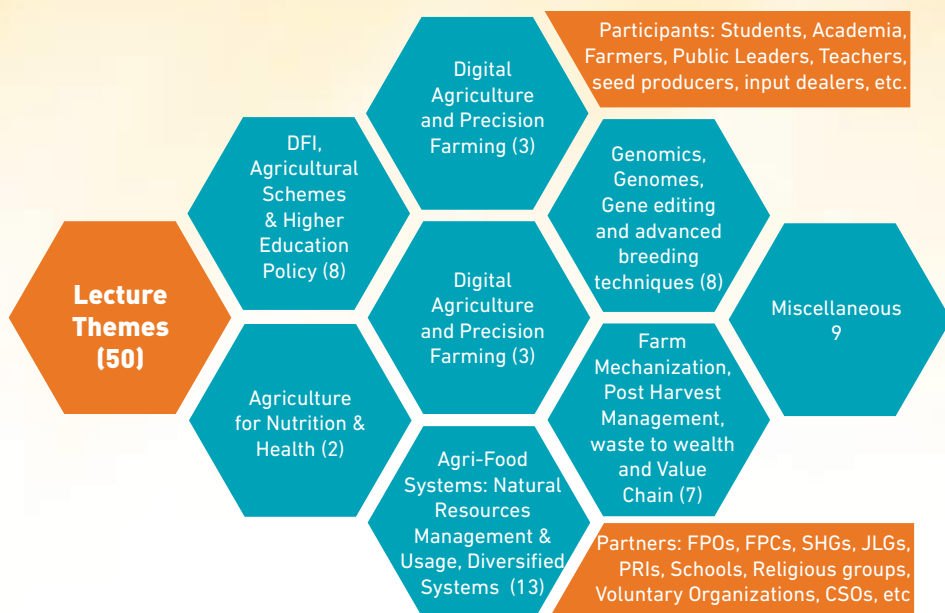
| Sl | Week No of India@75 Celebrations | Theme   | Sub-theme  | Institutes Responsible                             | Activities  |
|----|----------------------------------|---|--|--|---|
| 8  | Week 70<br>11-17 Jul. 2022       | Emerging Aquaculture Systems and Practices<br>(coinciding with National Fish Farmers Day) | <b>Intensive and industrial aquaculture systems</b>  | CMFRI, CIFRI, NBFGR, DCFR, CIFE, CIFA, CIBA & CIFT | <ul style="list-style-type: none"> <li>• Seminar/ Webinar on Emerging Aquaculture Systems and Practices</li> <li>• Scientists'- Farmers'- Industries Interaction Meets</li> </ul> |
| 9  | Week 73<br>25-31 Jul. 2022       | Fish as Health Food   | <ul style="list-style-type: none"> <li>• Fish for human health &amp; nutrition</li> <li>• Nutraceuticals &amp; Nutritional products from fish</li> </ul> | CMFRI, CIFRI, NBFGR, DCFR, CIFE, CIFA, CIBA & CIFT | <ul style="list-style-type: none"> <li>• Webinar on Fish for Health</li> <li>• Interaction Meets</li> <li>• Exhibitions &amp; Fish Carnivals</li> </ul>                           |



## B. Lecture Series

- 75 lectures have been planned, one in every week, during 2021-22 (1<sup>st</sup> April, 2021 to 15 August 2022). Global experts in various domains of agriculture and on topical issues shall be invited to deliver the lectures. The Noble Laureates, Professors from Global Universities, Experts from International Institutes dealing with Agriculture, World Food Laureates, and experts for personality development, skill development, successful entrepreneurs and spiritual leaders etc. shall be requested to deliver the lectures. The mode of lectures will be virtual till the COVID-19 pandemic normalizes.
- The expected audience is 10000 for each lecture through video and live streaming. A dedicated website shall be made operational for registration of the participants populated with the details about the speakers, topics and their summary. The video of the lecture shall be





uploaded on the official website of ICAR and live streaming channels ICAR. These will be one-hour lecture including Q-A Session. The 75 lectures shall be compiled in the form of a publication.

- The lecture series started from 1 week of the campaign and the first lecture on Water in Agriculture was delivered on 17 March, 2021.

#### Thematic Areas for the 75-lecture series by ICAR

|   |  |    |  |
|---|--|----|--|
| 1 | Doubling Farmer's Income   | 26 | Driving future Indian Agriculture through past learnings               |
| 2 | More Crops per Drop: Micro irrigation                                  | 27 | Water conservation strategies for future agriculture                   |
| 3 | Building a \$5-trillion economy: strategies and challenges             | 28 | Improving rural livelihoods through participatory watershed management |
| 4 | National Education Policy: Its implementation in Agriculture Education | 29 | Desertification and global climate change                              |

|    |   |    |  |
|----|---|----|--|
| 5  | Successful Farm Entrepreneurs, Genome Saviours and Biodiversity Conservationists: Story by Padma Shree Awardees and Genome Saviours | 30 | Need for convergence of developmental schemes to make Indian Agriculture "Atmanirbhar" |
| 6  | Motivational Lectures   | 31 | Experiences of Hiware Bazaar and its relevance in value chain                          |
| 7  | Archaeology of Ramayan sites  | 32 | Export potential of Indian organic products  |
| 8  | Improving the vegetable seed/ variety replacement rate  | 33 | Genomic assisted breeding  |
| 9  | Enhancement of skill of Human Resource's for greenhouse production technologies and plantlet production                             | 34 | Plant Genome sequencing in India and their utilization in crop breeding                |
| 10 | Recent government schemes for entrepreneurship.   | 35 | Molecular basis of host plant Pathogen interaction                                     |
| 11 | Value Addition in spices  | 36 | Plant photo biology and development  |
| 12 | Banana waste utilization  | 37 | Rice is life: A success story  |
| 13 | Promotion of horticultural crops in non-traditional zones   | 38 | Biofortification of Crops for nutritional security                                     |
| 14 | Global Perspectives of Post-Harvest Technology and Food Processing and how India is Catching-up.                                    | 39 | Genome editing in crop plant: future prospects   |
| 15 | Doubling Farmers' Income through Post-Production Processing and Value Addition  | 40 | Future of Wheat breeding globally  |
| 16 | Improving the Energy Use Efficiencies and Strengthening Mechanizing Levels in Indian Farms  | 41 | Metabolomics and it's application in crops   |
| 17 | Relieving Indian Farms' Dependence on Non-Renewable Sources of Energies   | 42 | Speed breeding: future of rapid crop improvement                                       |
| 18 | Natural Fibers Processing and Value Addition - Promising Prospects for Economic Independence of Farmers.                            | 43 | Micrbiome and synthetic biology  |
| 19 | Robotics, Automation and Sensors based Technologies for Making Indian Farms and Farmers Future Ready.                               | 44 | Integrated Agricultural Systems for the Poor and Vulnerable                            |
| 20 | Application of Drones Based Technologies in Indian Agriculture - Current Trends and Future Prospects                                | 45 | Enabling agricultural incomes for the poor   |
| 21 | Small Farm Mechanization for Indian Farms to Combat the Foreseen and Unforeseen Challenges.   | 46 | Agriculture, nutrition and health  |

|    |  |    |   |
|----|--|----|---|
| 22 | Production, Processing and Value Addition of Natural Resins and Gums for Improving Livelihood of Tribal Farmers      | 47 | Water, soils and ecosystems                           |
| 23 | Entrepreneurship Development for Establishing Custom Hiring Centers of Production- and Post-Production Mechanization | 48 | Climate change and agriculture                        |
| 24 | River bank rejuvenation through agro-forestry interventions  | 49 | Agricultural Biodiversity for sustainable Agriculture |
| 25 | Soil organic management in Indian Agriculture perspective  | 50 | Understanding human brain                             |

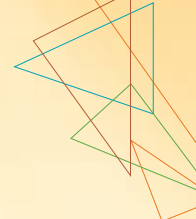
### C. Indian Agriculture: A Saga of Success

The agricultural development post-independence and the contribution of the National Agricultural Research, Education & Extension System (NAREES) in the various revolutions will be documented during this period, the book will be released on 16<sup>th</sup> July, 2022 which shall be 94<sup>th</sup> Foundation Day of Indian Council of Agricultural Research.

#### Suggested Outline of the Book:

- Indian Agriculture: Diversity, uniqueness and milestones
  - ♦ Indian agriculture, its vastness, uniqueness and diversity
  - ♦ Landmark achievements i.e., Green, White and Blue revolutions
  - ♦ Current status
  - ♦ Way forward
- Agriculture in ancient, medieval and pre-independent India
  - ♦ Crop
  - ♦ Animal
  - ♦ Fisheries
  - ♦ Resource management





- Achievements in
  - ◆ Field crops
  - ◆ Horticultural crops
  - ◆ Animal Sciences
  - ◆ Fisheries science
  - ◆ Natural Resource Management
  - ◆ Agricultural Engineering
- Innovations in agricultural extension
- Innovations in agricultural education
- Achievements crop and animal protection
- Innovations in policies, programmes and exports
- International collaborations in research and development
- Innovations in agri-startups and farmer producing organizations
- Leaders in India Agriculture



Director (NIASM), Baramati is the Nodal Officer with dedicated technical support and secretariat.

## **D. Document on Doubling Farmers Income**

The Indian Council of Agricultural Research through 721 KVKs has adopted about 1500 villages covering on an average 50 farmers in each village for promotion and popularization of improved technologies and





diversified income augmenting activities so as to double the farmers' income by 2022 as exhorted by the Hon'ble Prime Minister. The success stories of these 75000 farmers will be documented to showcase these best practices amongst all the farmers of the country through Mass Extension System of the States. The document on Doubling Farmers Income will be presented for its release on 16<sup>th</sup> July, 2022 which shall be 94<sup>th</sup> Foundation Day of Indian Council of Agricultural Research. The KVKs have been advised to document the location-wise best practices demonstrated at farmers field along with Farmers Interviews and opinion in a standard template so that the process is completed by January, 2022. The time line has been set as under:

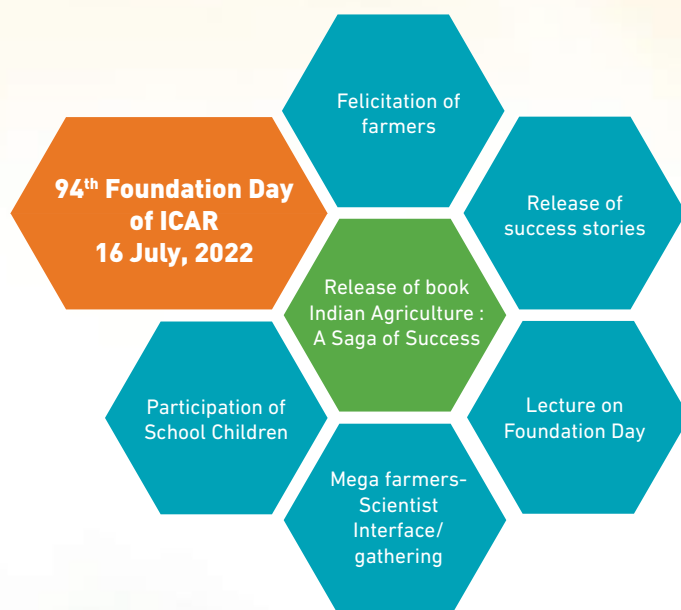
- One-page template for success stories, packed with quantified statements and crisp messages developed.
- Nodal person for compilation of region-specific success stories nominated.
- Completion of collection of success stories/best practices, its scrutiny and screening by January, 2022
- Publication of Success Stories by June, 2022.

DDG (Agri Extension), ICAR is the Nodal Officer with dedicated technical support and secretariat.



## E. 94<sup>th</sup> Foundation day of ICAR

The 94<sup>th</sup> foundation day of ICAR will coincide with the 70<sup>th</sup> week of the Azadi Ka Amrut Mahotsav. It is planned to celebrate the occasion with a mega event for farmers-scientists interface and gathering. The likely activities are given as under:

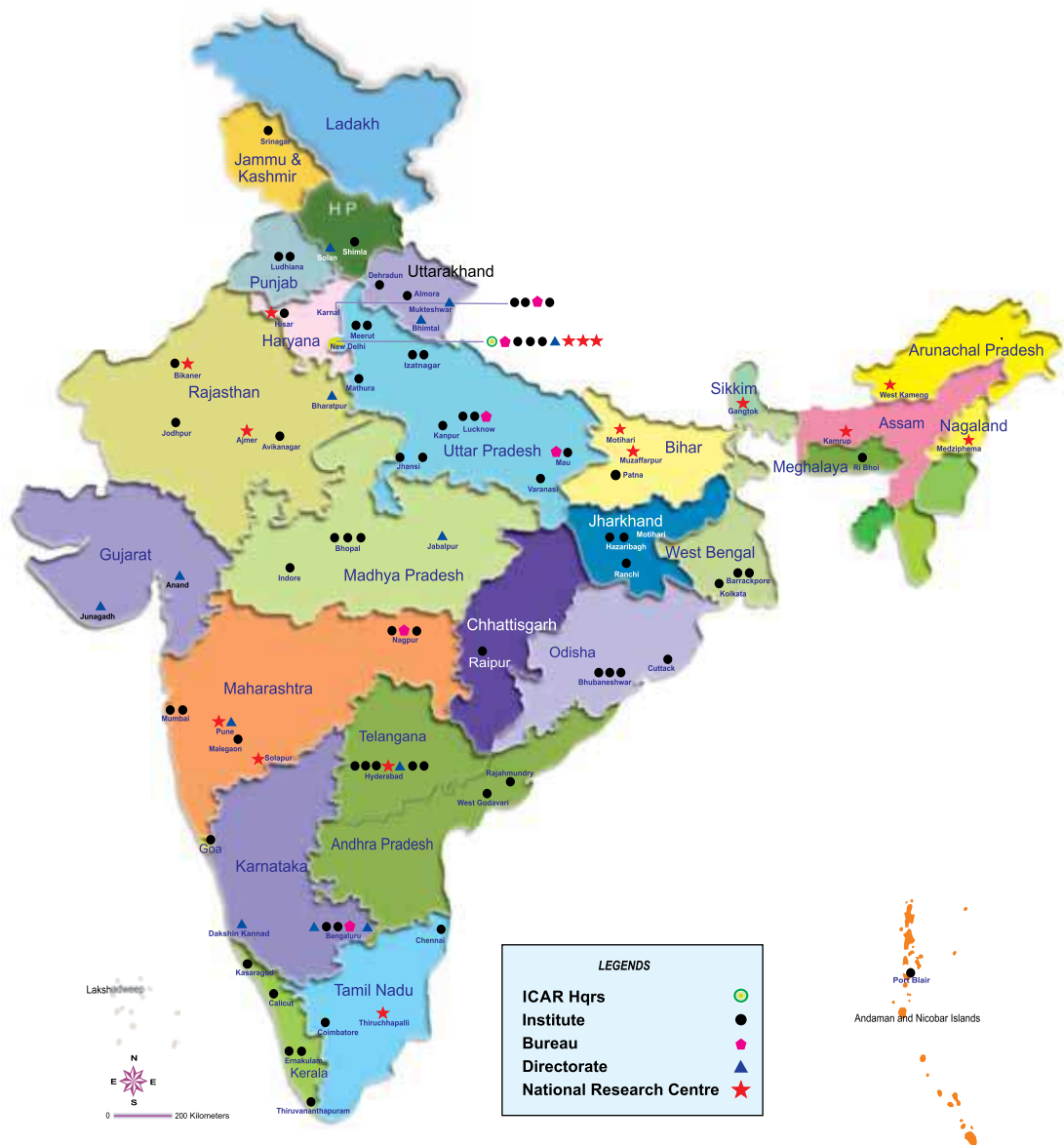


Farmers, farmers representations, Padma Awardee farmers, all the Scientists and personnel of ICAR Institutes and KVKs, State Agricultural Universities (SAUs), Central Agricultural Universities and General Universities with agriculture faculty, other organization working an agriculture & allied activities shall be requested to join this celebration.



# INDIAN COUNCIL OF AGRICULTURAL RESEARCH

Institutes, Bureaux, National Research Centres  
and Directorates



\* Map not to the scale

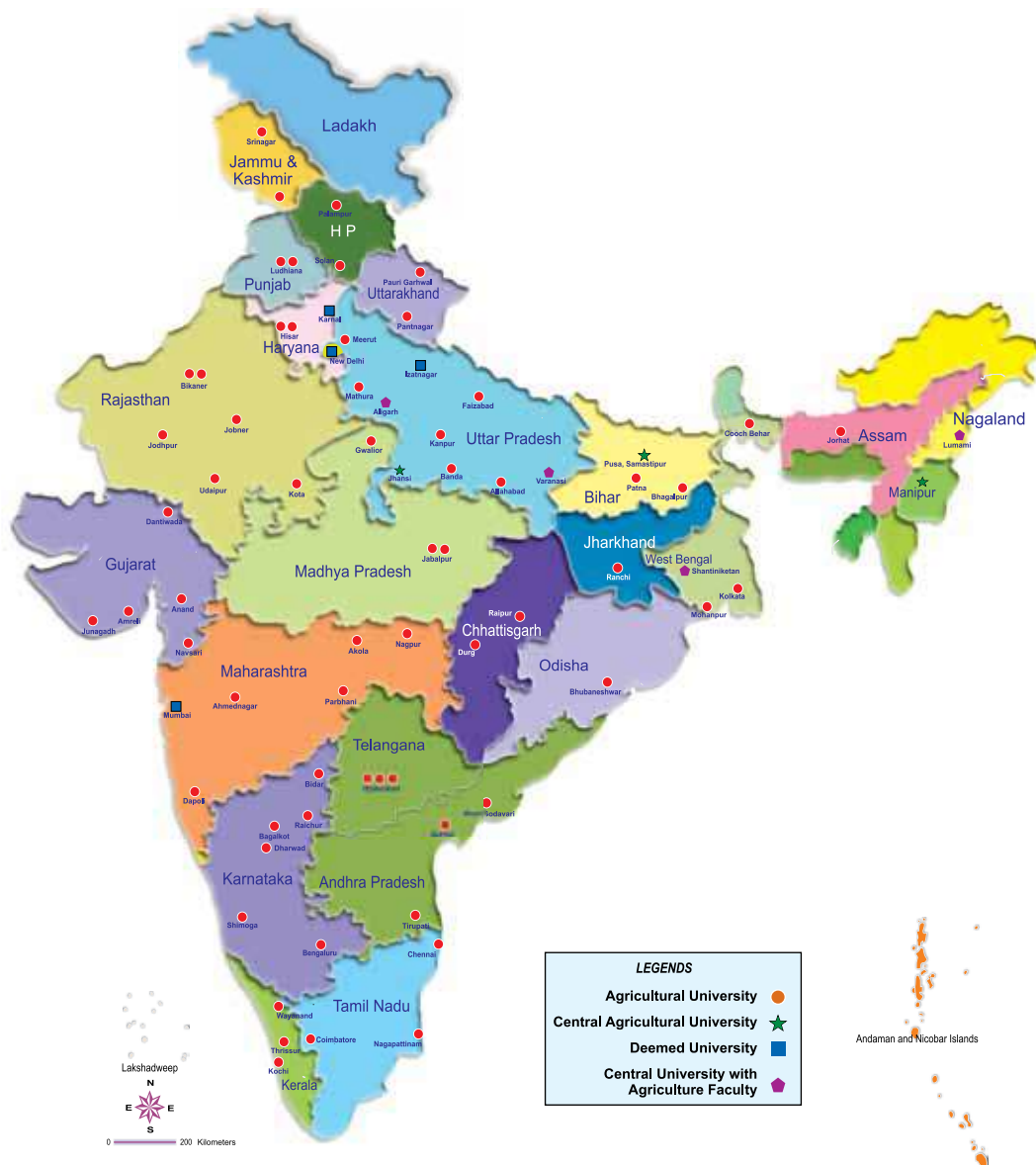
● 72 Research Institutes ● 6 Bureaux ● 12 Directorates ● 14 National Research Centres



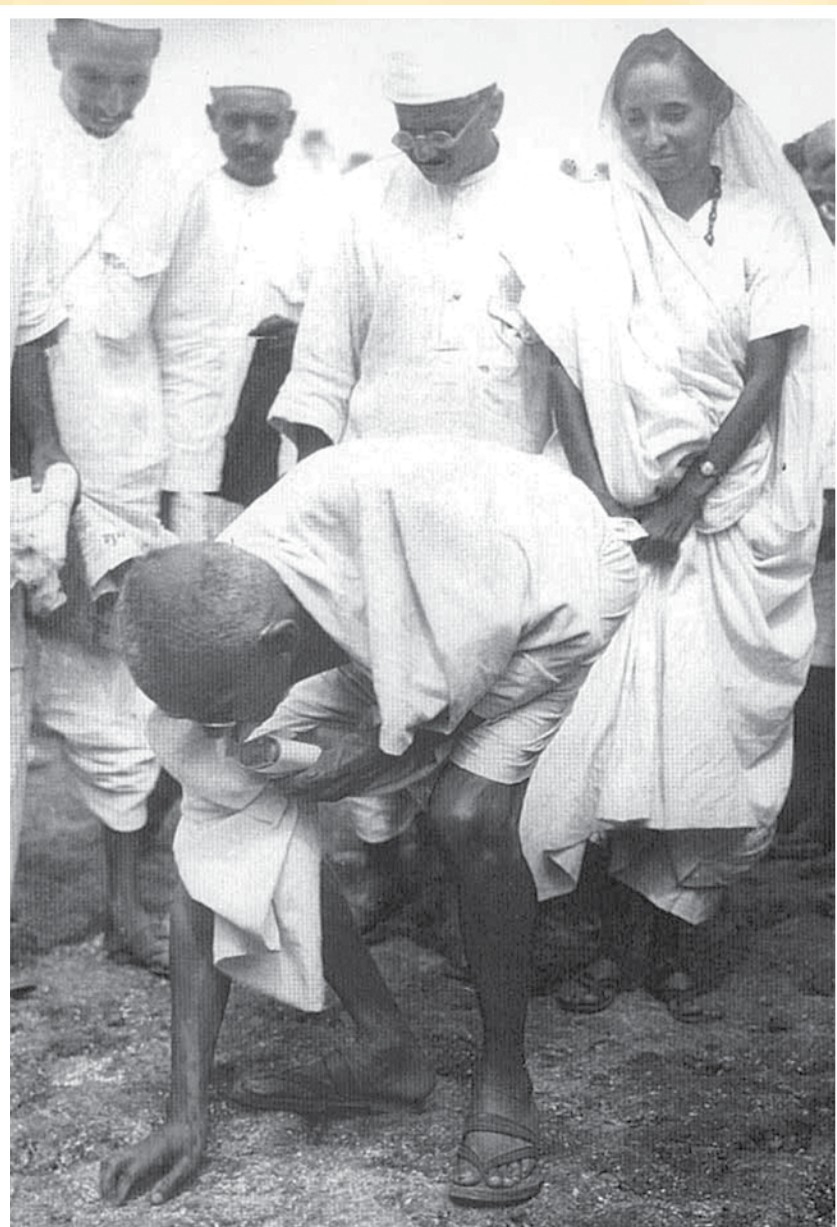


# INDIAN COUNCIL OF AGRICULTURAL RESEARCH

## Agricultural Universities



- 63 State Agricultural Universities (SAUs) ● 3 Central Agricultural Universities ● 5 Deemed Universities
- 4 Central Universities having Faculty of Agriculture









हर कदम, हर डगर  
किसानों का हमसफर  
भारतीय कृषि अनुसंधान परिषद

*Agrisearch with a human touch*



Indian Council of Agricultural Research  
Department of Agricultural Research & Education  
Krishi Bhawan, New Delhi

