



*Figure 1 Farmers being trained on Leaf Color Chart (LCC) technique for identifying nitrogen content*

## **Agriculture Extension: Initiative for Crop Development Program (Rajasthan)**

An integrated farm-based approach to livelihood development of around 3000 farmers spread across four Districts of Rajasthan: Kota, Bundi, Baran, Nimbahera (Chittaurgarh), covering more than 15000 acres of cultivable land is being implemented with support of ITC Limited by FINISH Society. The project aims to generate awareness on wheat development program (WDP) through farmer trainings and mobilization on best agricultural package of practices.

We are conducting farmer trainings in all four locations for good agricultural practices, under the following major themes:

1. Capacity building – agricultural experts conducting trainings of farmers on package of practices of two varieties of wheat (Lok 1 and 1544). These wheat varieties are clinically tested and tried for yielding good results. The farmers are trained on complete package of practices right from sowing to harvesting and post harvesting mechanisms.
2. Risk mitigation – Farmers are also being trained on preventive cure like seed treatment to control soil borne and seed borne fungus. Farmers are apprised on topics like different types of fungicides and insecticides, quantity of spray and the timing of spray, etc. The details about each of the actual implementation is given below in Annexure.
3. Value added services – Post harvest technologies for fetching better results and price like grading, sorting, packing are also covered under the farmers training programs.

4. Market linkage – Farmers generally fall pray to middle men and traders before their produce reaching to the markets and the middle men makes most of the profit by purchasing the produce on low price from the farmers and selling them in mandis (agriculture markets) on higher prices making big profit margins. Lack of transportation facilities and fear of damaging, getting quick cash for their produce, farmers generally do not have other options for sale. In our market linkage intervention, we plan to make the farmers aware on the availability on nearby purchasing points (mandis) owned b ITC Limited, which give better price, quick cash and easy transportation for the produce to be sold by farmers.

## Annexure

As mentioned, under the wheat development program, we initiated our task from registration of farmers for specific varieties.

District wise, varieties wise registration status given below:

KOTA		Registration Status					
VARIETY	TARGET [ACRE ]	REGISTERED AREA[Acre] BY ITC	NO OF FARMER	REGISTERED AREA[ACRE] BY FINISH	NO OF FARMER	ACHIEVED	TOTAL NO OF FARMER
1544	1100	1084	185	50	7	1134	192
Look .1	1100	1035	213	76	16	1111	229
TOTAL	2200	2119	398	126	23	2245	421

BUNDI		Registration Status					
VARIETY	TARGET [ACRE ]	REGISTERED AREA[Acre] BY ITC	NO OF FARMER	REGISTERED AREA[ACRE] BY FINISH	NO OF FARMER	ACHIEVED	TOTAL NO OF FARMER
1544	1100	1025	129	50	6	1075	135
Lok .1	2100	2127	506	127	49	2254	555
TOTAL	3200	3152	635	177	55	3329	690

BARAN		Registration Status					
VARIETY	TARGET	REGISTERED	NO OF FARMER	REGISTERED AREA[ACRE]	NO OF FARMER	ACHIEVED	TOTAL NO OF

	[ACRE ]	AREA[Ac e] BY ITC		RE] BY FINISH			FARM ER
1544	1200	1207	135	0	0	1207	135
Lok .1	3500	2024	225	1243	168	3267	393
TOTAL	4700	3231	360	1243	168	4474	528

#### NIMBAH ERA

VARIETY	TARG ET [ACRE ]	REGISTE RED AREA[Ac e] BY ITC	N0 0F FARM ER	REGISTR ED AREA[AC RE] BY FINISH	N0 0F FARM ER	ACHIEV ED	TOTA L NO OF FARM ER
1544	1500	1931	490	50	20	1981	510
Lok .1	3500	3202	561	300	140	3502	701
TOTAL	5000	5133	1051	350	160	5483	1211

Along with regular Farmers meetings, field days, for better crop practices we also educated farmers for additional but very much needed chemical sprays.

#### ACTIVITIES

Dist.	PGR SPRAY	LCC	MOP Spray	MOP + URIA	DONE/NOT DONE
KOTA	4	15	4	4	DONE
BUNDI	3	10	3	3	DONE
BARAN	3	10	3	3	DONE
NIMBAHERA	0	10	0	0	DONE

**PGR Spray:-** 1. *Folicur (Tebuconazole)*- is systemic triazole fungicide applied as protective as well as curative fungicide at early appearance of disease.

2. *Lihocin ((Chlormequat chloride)* – Plant growth regulator is recommended for reducing vegetative growth and increasing reproductive system.



Figure 2 PGR spray and non-PGR spray plot

**LCC :- ( Leaf Colour Chart)**- is an instant easy and low cost technique for nitrogen diagnosis of current crop, wheat farmers can visually assess the need for fertilizers.

**MOP:- (Muriate of potash)** - Potassium Chloride stimulates the growth of strong stems and gives the plant some disease resistance by promoting thickness of the outer cell walls and is an essential nutrient for all plants and help regulate the water in a plant, as well the intake and movement of nutrients around the plants.

**MOP + Urea :-** the main function is to provide Nitrogen to promote green leafy growth,

ACTIVITIES		
Dist.	Tilt Spray-Acre	Done
KOTA	150	150
BUNDI	175	175
BARAN	150	150
NIMBAHERA	175	175
	650	650

**Tilt (Propiconazole):** superior crop protection against *karnal Bunt disease*, combined with yield boosting effects.

(Before lockdown 1\*1 activity was running in all operating areas to predict acre wise yield /production.)



*Figure 3 Farmer activity in Lok1 wheat plot*