

CDB's initiatives under Krishi Kalyan Abhiyaan as part of Aspirational Districts Programme

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Under the 'Transformation of Aspirational Districts' programme launched by the Hon'ble Prime Minister in January 2018, Niti Ayog has put 115 backward districts in 28 States of India in terms of basic amenities, infrastructure facilities and standards of living aiming at quick and effective transformation of these districts. Convergence of Central & State Schemes; Collaboration of Central, State level 'Prabhari' Officers & District Collectors; and Competition among districts driven by a mass movement are the contours of the programme which ensures inclusive growth for all – 'Sabka Saath Sabka Vikas'.

With States as the main drivers, this programme focuses on the strength of each district, identifies low-hanging fruits for immediate improvement, measures progress, and ranks districts. The core areas focused are health & nutrition, education, agriculture & water Resources, Financial inclusion & skill development and Basic infrastructure. To measure progress of the districts, 49 key performance indicators have been chosen. Districts are prodded and encouraged to first catch-up with the best district within their State, and subsequently aspire to become one of the best in the country, by competing with, and learning from others in the spirit of competitive and cooperative federalism.

In line with the Hon'ble Prime Minister's vision of doubling farmers' income by the year 2022, the Ministry of Agriculture and Farmers Welfare has launched the Krishi Kalyan Abhiyaan from 01.06.2018 to 31.07.2018 to aid, assist and advice farmers on improving their farming techniques and raise the incomes of the farmers. The Abhiyaan is undertaken in 25 villages which are having more than 1000 population each in 111 Aspirational Districts identified in consultation with Ministry of Rural Development as per directions of NITI Ayog. In districts where number of villages (with more than 1000 population) is less than 25, all villages will be covered.



A short term Action Plan comprising specifically identified activities under various departments of the ministry viz., Department of Agriculture, Cooperation & Farmers Welfare, Animal Husbandry Dairying & Fisheries and Department of Agricultural Research & Education will be implemented to saturate these 25 villages in each of the 111 districts with these activities. The overall coordination and implementation in the 25 villages of a district will be done by Krishi Vigyan Kendra of that district. 111 officers from Ministry/ subordinate/attached/ autonomous organizations/PSUs etc. of Ministry have also been made in-charge of each district for

Table : 1

S. No	State	Districts	No. of seedlings	No. of beneficiary households
1	Andhra Pradesh	Vijayanagram	2,000	400
		Visakhapatnam	2,000	400
		YSR Cuddapah	2,000	400
2	Assam	Barpeta	2,500	500
		Darrang	2,500	500
		Dhubri	2,500	500
		Goalpara	2,500	500
3	Bihar	Araria	3,000	600
		Katihar	3,000	600
		Purnea	4,000	800
4	Chhattisgarh	Bastar	10,000	2,000
		Kondagaon	10,000	2,000
5	Karnataka	Raichur	8,000	1,600
		Yadgir	8,000	1,600
6	Kerala	Wayanad	8,000	1,600
7	Odisha	Gajapati	3,000	600
		Kalahandi	1,000	200
		Rayagada	1,000	200
8	Tamil Nadu	Ramanathapuram	5,000	1,000
		Virudhunagar	5,000	1,000
9	Tripura	Dhalai	2,000	400
G. TOTAL (9 States, 21 Dist.)			87,000	17,400

overall coordination and field level monitoring.

Various activities to promote best practices and enhance agriculture income are being undertaken under this plan such as:-

- Distribution of Soil Health Cards to all farmers
- 100% coverage of bovine vaccination for Foot and Mouth Disease (FMD) in each village
- 100% coverage of Sheep and Goat for eradication of Peste des Petits Ruminants (PPR)
- Distribution of Mini Kits of pulses and oilseeds
- Distribution of Horticulture/Agro Forestry/Bamboo plant @ 5 per family (location appropriate)
- Making 100 NADAP Pits in each village
- Artificial insemination saturation
- Demonstration programmes on Micro-irrigation
- Demonstrations of integrated cropping practice

Training programmes on bee keeping, mushroom cultivation



and kitchen garden also will be conducted at village level by ICAR/KVKs, with preference to women participants and farmers.

The Coconut Development Board has proposed to distribute 87,000 coconut seedlings i.e., five seedlings to each landed household (17,400 families) homestead/ backyard gardening in 18 Aspirational Districts in 9 States as part of the Krishi Kalyan Abhiyan, for during the year 2018-19 is shown in Table: 1.

Making available coconuts, when started yielding, to the family members of the beneficiaries for domestic consumption, as tender coconut as well as matured coconut for culinary/ dessert/ dry fruit purpose on a long term basis; increased health benefits due to high nutritive value of tender coconut water, matured coconut on consumption; helping in savings in cost of coconuts purchased from outside for regular needs & sale of marketable surplus for increased income; utilisation of byproducts of coconut for domestic fuel/ leaf thatches/ organic manure for existing crops from coconut fronds, coconut husks, shell, etc. are some of the major benefits envisaged by this initiative of the Board under the Krishi Kalyan Abhiyan.



The distribution of coconut seedlings is proposed to be implemented directly by the Board's unit Offices in these States in association with the KVK and State Departments. In order to take regular care of the palms by the beneficiaries, awareness would be created on planting & maintenance of the palms.

A tentative budget allocation of Rs. 47.40 lakh is made by the Board during the year 2018-19 for the programme. The officers of the Board has initiated actions like field visits, coordination with KVKs and State Governments, making available the required quantities of coconut seedlings and distribution to the beneficiaries so that the programme is implemented in the scheduled time period of June-July 2018 and the benefits are reaped in time by the beneficiaries. ■

Workshop on Project Preparation and Implementation of CDB schemes in North East



The participants of the workshop

Coconut Development Board, Regional Office, Guwahati organized a workshop on project preparation and implementation of CDB Schemes in North Eastern States on 24th May 2018 at Guwahati. The meeting was chaired by Shri. Saradindu Das, Chief Coconut Development Officer, Coconut Development Board. Shri Lunghar Obed, Director, Coconut Development Board, Regional Office, Guwahati in his welcome address appreciated the joint and concerted efforts of State Horticulture Departments of North Eastern States for participating in the Workshop. Shri Saradindu Das, Chief Coconut Development Officer urged the officers to focus more on quality of activities by proper planning and periodical monitoring. The action plan for 2018 -19 was discussed with the state representatives of all



The field visit

the NE States. CCDO informed that out of total fund of Rs.193 Crore allocated to CDB, 10% is allotted to the North East States. Director, CDB, R.O, Guwahati presented the achievements against target for various schemes for the year 2017-18. Smt. Resmi D. S, Assistant Director, CDB briefed about the guidelines for the Coconut Orchard Scheme for the year 2018-19. DHO, North Garo Hills, Meghalaya expressed her interest in initiating Coconut Orchard scheme in Garo Hills during 2018-19. Smt Mini Mathew, Publicity Officer, CDB presented the extension activities in North East States during the year 2017-18 and the action plan for extension activities for the year 2018-19. The programme concluded with vote of thanks by Smt. D.S. Resmi, Assistant Director, CDB. ■