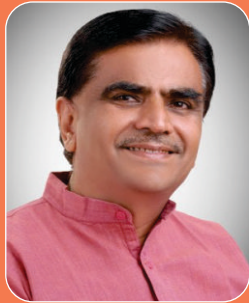
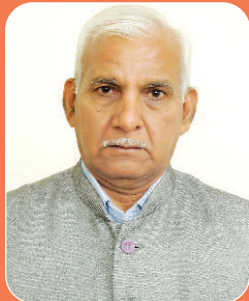


**SHRI MANOHAR LAL**  
Hon'ble Chief Minister, Haryana



**SHRI OM PRAKASH DHANKAR**  
Hon'ble Agriculture Minister, Haryana



**Dr. RAMESH KUMAR YADAVA**  
Chairman, Haryana Kisan Ayog  
Govt. of Haryana



**Dr. ABHILAKSH LIKHI, IAS**  
PS, Agriculture & Farmers Welfare Deptt.  
Govt. of Haryana



TRANSFORMING HARYANA - PROGRESSING HARYANA



# HARYANA KISAN AYOOG

## Special Issue



## 2<sup>nd</sup> AGRI LEADERSHIP SUMMIT-2017

- Motivation through Achievers
- Farm to Consumers Directly
- Organic Farming
- Peri Urban Farming
- Electronic Farm Trading
- A2 Milk : Healthy Milk

18<sup>th</sup> - 20<sup>th</sup> March, 2017  
Suraj Kund, Faridabad, Haryana

**“Doubling farmer’s income is one of our top most priorities.”**

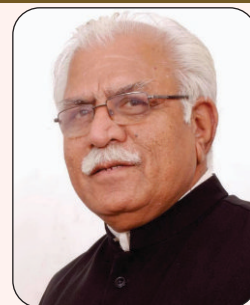
*- Manohar Lal, Chief Minister, Haryana*

**Manohar Lal**

Hon'ble Chief Minister, Haryana



## Message



It is a matter of great pride that Haryana State is going to organize second Agri-Leadership Summit on 18<sup>th</sup> to 20<sup>th</sup> March, 2017 at Suraj Kund, Faridabad. The first Agri-Leadership Summit -2015 was very successful and has been appreciated at National level. The Agri-leaders i.e. innovative and progressive farmers of Haryana will have an opportunity to exhibit their farm innovations at summit. Though they have proven their self in adoption of technologies, farm innovation and farm production at the international level, but still it is felt to bring them collectively at an event of the stage celebrating its golden jubilee year. With the hard work of these agri-leaders the state has achieved prime position for the food grain production in the country and received the prestigious "KRISHI KARMAN AWARD" for the highest production of wheat and rice. Agriculture sector also plays a major role in the State economy and contributing about 14.5 percent to its Gross Domestic Product (GDP) as well as providing employment to 51 percent of the work force. With all our achievements in agriculture, we are also facing problems and challenges such as climate change and the risk of natural hazards. The State Government has implemented Crop Insurance Scheme for the welfare of farmers. This scheme provides a risk cover and financial support to the farmers of the Country in case of natural hazards beyond control to stabilize the farm income.

Increasing the income of farmers is a primary concern and needs to be addressed as a top priority. Allied sectors like horticulture, protected cultivation, organic farming, peri-urban farming, dairying, poultry, fishery, mushroom farming, bee keeping and agro-forestry have great potential to increase farmers' income. The latest technologies for post harvest management, processing and value addition should be adopted at large scale. Proper marketing and branding of the product is also required to increase the farmer's income.

This Agri-Leadership Summit is an appropriate platform for all the stake holders to showcase their technologies. I believe that this summit will be very helpful and informative for the farmer to have a glance of high-tech agricultural technologies available presently. The agri-leaders will be a source of inspiration for other farmers and rural youth of the State. This will certainly make a mile stone in attracting youth in agriculture.

My best wishes for the success of the programme.

(Manohar Lal)

**“Protecting farmers’ interest is one of our topmost priorities”**

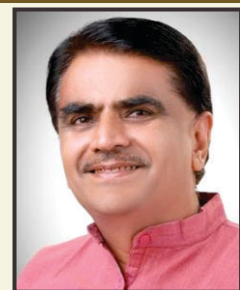
**Manohar Lal**

## O.P. Dhankar

Hon'ble Agriculture, Development & Panchyats, Animal Husbandary & Diarying, Fisheries, Mines and Geology Minister, Haryana



### Message



I am glad that the Haryana Govt. is organizing a 2<sup>nd</sup> Agri-Leadership Summit from 18<sup>th</sup> to 20<sup>th</sup> March, 2017 at Surajkund, Faridabad. As we know that the agriculture and rural development are the back bone of the State's economy and our state is a leading contributor to the country's production of food grains and milk beside being one of the most important food bowls of the country. Safeguarding the farmers' interests and doubling of their income by 2022 is one of the top most priorities of the State Govt. and therefore, farmer centric policies and schemes are being launched by my ministry from time to time. Crop diversification is the need of time and farmers are being encouraged to adopt horticulture, protected cultivation, peri-urban farming, organic farming, agro-forestry, mushroom cultivation along with, beekeeping, fish, poultry, dairy-farming etc. to gain an extra source of income.

Development in agriculture has also triggered fast growth of agro-food and processing industries in the State. But there is a need to increase the productivity of various crops and reducing the input costs and to estimate & analyze the sectoral growth targets for agriculture, animal husbandry, fisheries, poultry, etc and strategizing sectoral action with a view to enhance farmers' income and creating an enabling environment that promotes farming, allied and off-farm activities as sustainable and productive livelihood options. The concerted efforts therefore, are needed to enhance productivity for sustainability.

The 2<sup>nd</sup> Agri Leadership Summit-2017 would definitely provide the farmers, policy makers, scientists, industrialists and various stakeholders a bigger platform to critically watch & examine the various new developments and innovations in agriculture and allied sectors and to interact among themselves. The farmers thus would get an ample opportunity to gather valuable knowledge and insight about science and technology and various marketing strategies related with agriculture and allied sectors. I am very happy that the Haryana Kisan Ayog is publishing a special issue of its Newsletter on this occasion to make the Agri Leadership Summit-2017 a memorable event.

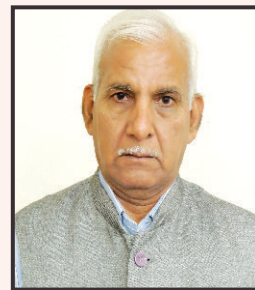
I have every hope, that the information being provided during the Summit and in the Newsletter would certainly enlighten the farmers regarding avenues to increase their income. I, from the bottom of my heart, applaud the efforts being made by Haryana Kisan Ayog in this direction.

I wish the Haryana Kisan Ayog and 2<sup>nd</sup> Agri Leadership Summit-2017, all the very best for successful publication and circulation of its Special Newsletter.

(Om Parkash Dhankar)

## Dr. Ramesh Kumar Yadava

Chairman, Haryana Kisan Ayog  
Government of Haryana



### Message

It is a matter of great pleasure and honour to be a part of 2<sup>nd</sup> Agri- Leadership Summit, 2017. The 3 days Summit is being organized with two distinct themes-promoting Haryana as a potential state destined for Peri-Urban Agriculture including the allied sectors and focus on Agri-Business and Marketing Leadership for Farm Fresh products. The Summit will convene diverse stakeholders from across the country to discuss opportunities to advance continuous improvement in agricultural sustainability. The event will bring together all the farmers and agribusinesses to uncover the most exciting innovations in agricultural technology and to forge the right partnerships to take viable solutions to market. Focused on identifying the best models for successful technology commercialisation, such summits bring experts from around the State to share best practices and case studies with an objective to identify the most exciting opportunities in agriculture sector.

The goal of this summit is to accelerate the transition of technology from the laboratory to the field by connecting innovators with partners, investors, accelerators, growers and consumers. We are focused here to transform the efficiency and resiliency of our farming systems by way of having opportunity for recognition, facilitation and incubation of farmer's leaders excelling in their respective sectors related to agriculture. The summit will enable the youths in particular for sharing the farm related activities to further strengthen their livelihood options.

Govt. of Haryana is focused on increasing the financial status of our farmers that is why over 13 percent of the budget (2016-17) was earmarked for agriculture and allied sectors. Our Govt is keen to provide insurance coverage and financial support in the event of failure of any of the notified crop due to natural disasters, pests or diseases through PM Fasal Beema Yojana. Besides, there will be focus on climate smart agriculture, micro-irrigation, sustaining soil health, organic farming, agro-forestry, A2 milk production, aquaculture, poultry, beekeeping, mushroom cultivation, agro-product processing and Marketing etc. Through these summits, broader aim is to enhance farmers' income, encourage them to adopt innovative and modern agricultural practices and ensure flow of credit.

I believe that these initiatives may serve as a platform to share ideas on what this could mean for technology acquisition, research and development. I have full faith in our institutions, scientists and farmers to convert these challenges into opportunities.

(Dr. R.K. Yadava)

## Dr. Abhilaksh Likhi, IAS

PS, Agriculture & Farmers Welfare Deptt.  
Government of Haryana



### Message

It is a matter of immense pleasure that the Government of Haryana in association with The Associated Chambers of Commerce and Industry of India (ASSOCHAM) is organizing the '2<sup>nd</sup> Agri-Leadership Summit-2017' from 18<sup>th</sup> to 20<sup>th</sup> March, 2017 at Surajkund, Faridabad, Haryana.

The State of Haryana is celebrating its Golden Jubilee Year. In this context, this Summit will provide avenues for recognition, facilitation and incubation of farmer leaders. This will be an agro technology and business Summit to transform agriculture from sustainable to profitable, localized to globalized and production driven to market driven. It will provide a platform to farmers for displaying best practices and innovations and to connect themselves with the market.

The 2<sup>nd</sup> Agri-Leadership Summit, 2017 will have two distinct themes - promoting Haryana as a destination for Peri Urban Agriculture/Horticulture/Allied activities and focus on Agri Business & Marketing Leadership. Besides, there will be focus on issues such as doubling of farmer's income, climate smart agriculture, micro irrigation/soil health, organic farming, risk management, A2 milk production/dairying, aquaculture, agro product marketing, agro industries etc.

The Summit would showcase the latest innovations and new technologies and would offer opportunity to do business and interact and network with farmers, public sector undertakings and entrepreneurs from various countries and states.

It is expected that more than 350 reputed National and International Companies/Exhibitors will participate in the Summit under exclusive industry and sector specific pavilions and more than 1,00,000 visitors comprising of farmers, entrepreneurs, researchers, member of teaching faculty, students from agriculture and horticulture Universities and other stakeholders across the country shall visit the Summit.

The Summit will bring stakeholders from all disciplines of Agriculture and allied sectors under one roof and will be an excellent platform to companies to market and exhibit their products/services. An investor-friendly government coupled with transparency, good infrastructure and close proximity to National Capital make Haryana an ideal investment destination for Agro based industries.

I am confident that this Summit will enable all of us to identify critical areas of Departments of Agriculture/Horticulture and allied sectors concern and future innovation that can focus upon.

(Abhilaksh Likhi, IAS)

# Haryana Kisan Ayog

## Activities - At a Glance

### Reports Submitted to the Government

Various Technical Working Groups involving eminent scientists and experts were constituted by the Ayog. They have submitted their reports for onward submission to the Government. It is expected that these reports will help in strategic planning to make agriculture both buoyant and profitable occupation.

1. Draft of Haryana State Agriculture Policy
2. Report on Policy Issues and Options Based on Interface with Farmers
3. Report on Issues and Options for Agricultural Research and Development in Haryana
4. Report on Conservation Agriculture
5. Report on Natural Resource Management in Haryana
6. Report on Fisheries Development in Haryana
7. Report on Development of Horticulture in Haryana
8. Report on Development of Protected Cultivation in Haryana
9. Report on Development of Animal Husbandry in Haryana
10. Report on Productivity Enhancement of Crops in Haryana
11. Report on Rainfed Area Development in Haryana
12. Report on Linking Farmers to Market in Haryana
13. Report on Post Harvest Technology and Value Addition in Haryana

### Important Recommendations of the Ayog Accepted by the State Government

- I. Interest rate of agricultural loans reduced to 4%
- ii. Stamp duty on seeking agricultural loans waved off
- iii. Soil health card issued to almost all farmers
- iv. Kisan Credit Card (KCC) issued to almost all farmers
- v. State Livestock Mission has been launched
- vi. Water rates for fish ponds reduced considerably
- vii. Steps taken to reduce area under rice and to promote diversification in R-W system
- viii. Rolling plan for fodder seed production being prepared
- ix. APMC Act being amended to delink fruits and vegetables
- x. Mandi fees exempted on vegetables and fruits
- xi. Pay scale of ADO's revised

### Interface with Farmers, Planners and Scientists

To understand the farmers' problems, requirements and their capacity to change, Haryana Kisan Ayog organized workshops and interface programmes with farmers in which the planners and the scientists were also invited to interact.

## About Haryana Agriculture

Haryana emerged as a separate State in the federal galaxy of the Indian Republic on November 1, 1966. With just 1.37% of the total geographical area and less than 2% of India's population, Haryana has carved a place of distinction for itself during the past three decades. Whether it is agriculture or industry, canal irrigation or rural electrification, Haryana has marched towards modernity with leaps and bounds. Haryana is among the most prosperous states in India, having the highest per-capita income in the country.

The saga of Haryana from being as food deficit state on 1<sup>st</sup> November, 1966 to being the second largest contributor to the Central Pool of food grains is truly amazing. Our hard working farmers enable us to make the incredible contribution of 14 per cent to the Central Pool despite having only 1.4 per cent of the country's total area. It is laudable that during 2015-16 food grain production of 163.33 lakh MTs was achieved. The State Government has launched *Pradhan Mantri Fasal Bima Yojna* to mitigate losses in the farm sector and provide financial support to the farmers in the event of failure of notified crops namely, paddy, *bajra*, maize and cotton in kharif and wheat, barley, gram and mustard in the *Rabi* season.

The government is also promoting organic farming through adoption of organic villages by making cluster of 50 acre each and arranging certification under "*Paramparagat Krishi Vikas Yojana*". To prevent burning of crop residue and its better management, the Government has proposed an action plan for straw management equipments, training and demonstrations. Indian Oil Corporation is in the process of setting up an ethanol based power plant in Panipat.

The government's "Horticulture vision" is to double the area under horticulture and triple the horticulture production in the State by 2030. Fifteen percent of the total cultivated area is envisaged to be brought under horticulture, up from the existing 7.5 percent. The Government has established the first Horticulture University in Karnal with three Regional Research Stations and envisions further international collaborations with global institutes and universities. Haryana State Co-operative Supply & Marketing Federation Limited (HAFED) procured *Moong* for the first time in the history of the State this year. Price being paid to farmers in Haryana for Sugarcane *i.e.* Rs. 320, Rs. 315, Rs. 310 for early, middle and late varieties of Sugarcane are the highest in the country.

The total annual milk production for the year 2015-16 has reached 83.31 lakh tonnes taking up the per capita per day availability of milk to 835 grams, the second highest in the country. A *Gokul Gram* is being established at Government Livestock Farm, Hisar for quality indigenous cattle such as Hariana, Sahiwal, Tharparkar and Gir.

The *Gau Sewa Ayog* constituted by the Government for the welfare and upkeep of *GauVansh* has initiated the process of establishment of *Gau Abhayaranays* in Panipat and Hisar which shall provide appropriate shelter, fodder and veterinary care for stray cattle.

As many as 37 *mandis* in the State have been connected with the e-NAM (National Agriculture Market) scheme to make the system for marketing of agriculture produce smooth, transparent and farmer-friendly.

Haryana ranks second in the country in fish productivity per hectare and has been declared as a 'Fish Disease Free State' by the Indian Council of Agriculture Research.

## 2nd Agri Leadership Summit-2017

Riding on the resounding success of Agri Leadership Summit, 2015, Haryana is organising the 2<sup>nd</sup> edition of Agri Leadership Summit to provide avenues for recognition, facilitation and incubation of farmer leaders.

The Agri Leadership Summit, 2017 will have two distinct themes-promoting Haryana as a destination for Peri Urban Agriculture/Horticulture/Allied activities and focus on Agri Business & Marketing Leadership. Besides, there will be focus on issue such as doubling of farmer's income, climate smart agriculture, micro irrigation/soil health, organic farming, risk management, A2 milk production/dairying, aquaculture, agro product marketing, agro industries etc.

Haryana being a leading State in the field of agriculture is organising the "2<sup>nd</sup> Agri Leadership Summit 2017" to provide a platform to the farmers for displaying their best practices and innovation and to connect them with the market.

The objective is to harness the vast and untapped growth potential of agriculture in Haryana for accelerated, inclusive and sustainable growth leading to improved economic conditions and social status of farmers, agriculture workers and their families. The aim is also to create a linkage between farmers and the agri market towards maximum value creation.

Technological innovations have taken place in the agri industry and these have begun to take effect in India as well. Today emphasis is being laid on taking technology to the farmers and farmer's produce direct to the market. The 3-day Summit aims at guiding the farmer and the agri-industry of Haryana towards maximum value creation and to create a direct linkage between farmers and the market.





# Attractions

## **MOTIVATION THROUGH ACHIEVERS:**

In concurrence with the theme, there shall be Agri Leaders' Pavilion dedicated to farmers/farmer groups/entrepreneurs from agriculture, horticulture, animal husbandry, dairy and fishery sectors, where they will not only display their products/produce but also have an opportunity for interactive meeting with various stake holders to provide better marketing avenues.

## **AGRICULTURE TECHNOLOGY EXHIBITION:**

There will be display of latest innovations, technologies and farm machinery in this exhibition by various Departments/ Corporations/ Private Firms/ Companies/ Entrepreneurs.

## **SEMINARS/WORKSHOPS/KISAN GOSTHIES**

The main Objective of the Agri Leadership Summit is to recognize and groom the leaders in Agriculture and allied sectors. Eminent personalities/ scientists/ progressive farmers from respective fields will give theme/topic-wise lectures. There will be parallel sessions on various topics in all the sectors during the Summit.

## **PERI-URBAN FARMING**

Haryana state Government aims at doubling the farmers' income and to help them in meeting the demand for fresh vegetables, fruits, flowers, milk and milk products, and poultry products in the NCR through Peri-Urban agriculture

The government also intends to make the farming more demand-based and profitable through farm leaders in agriculture. They will produce need based crop or commodity. With good agriculture practices-sorting, grading, and packaging as per applicable post harvest

techniques, farmers will earn handsome profit by direct marketing.

## **ORGANIC FARMING AND CERTIFICATION**

Organic farming has a high value/premium market giving high returns to the farmers besides providing healthy nutrition. Sufficient focus will be given to organic farming and sustainable agriculture in the event.

## **DIRECT MARKETING AND ELECTRONIC FARM TRADING**

Main objective of the event is to provide and strengthen market access to the farmers by reducing the intermediaries. Ample space would be provided to the farmers and entrepreneurs from agriculture and allied sectors to showcase and market their products with primary focus on growers /producers. The thrust shall be on making the farmers aware about Electronic Farm Trading.

## **AWARDS**

To recognize and honour the leaders from agriculture and allied sectors various cash awards and citations will be given during the event.

## **More than 1 Lakh Farmers Participating.**

### **Visitor Profile**

- Farmers-Growers, Producers, Processors and Entrepreneurs
- Departments and Agencies of Centre and State Govt.
- National and International Institutes and Universities
- Leading Agriculture and Allied Companies
- Eminent Scientists/Speakers
- Farmers' Producers' Organisation (FPO) and Farmers' Interest Groups

## Programme

Seminar Hall	Time	Session No.	Session Theme	Responsible Officer/ Organization
<b>Day – 1 (Animal Husbandry &amp; Dairying) A-2 Milk : Healthy Milk</b>				
Hall-1	02:00 – 04:00	Session – 1	Revolutionizing Milk Production	DG, AH&D (125 Farmers)
Hall-2	02:00 – 04:00	Session – 2	Cattle and Organic Farming: Back to Basics	DG, AH&D (125 Farmers)
Hall-3	02:00 – 04:00	Session – 3	R & D: Advances in Animal Husbandry & Dairying (National)	VC, LUVAS for Seminar DG, AH&D for Farmers (125 Farmers)
Hall-4	02:00 – 04:00	Session – 4	Doubling Farmers Income (National)	VC, CCSHAU for Seminar Director, Agriculture for farmers ( Farmers: 125)
<b>Day – 2 (Horticulture and Fisheries) Peri Urban Farming</b>				
Hall-1	10:00 – 12:00	Session – 5	National Agri leaders- experience sharing Augmenting Innovation In Agriculture (National)	DG, Horticulture (Farmers: 125)
	02:00 – 04:00	Session – 6	Farming Entrepreneurship: Making Ideas Happen – Agri Leaders	DG, Horticulture (Farmers: 125)
Hall-2	10:00 – 12:00	Session – 7	Horticulture – Changing the Face of Haryana Landscape	DG, Horticulture (Farmers: 125)
	02:00 – 04:00	Session – 8	Government Prioritizing Agriculture - Incentivizing Farmers	DG, Horticulture (Farmers: 125)
Hall-3	10:00 – 12:00	Session – 9	Peri-Urban Farming – A Growing Opportunity	MD, HSHDA (Farmers: 125)
	02:00 – 04:00	Session - 10	Spreading the Blue Revolution	Director, Fisheries (Farmers: 125)
Hall 4	10:00 – 12:00	Session – 11	Water – Management of Resources	Director, Agriculture & DG Horticulture (Farmers: Agri.:75, Horti.50)
	02:00 – 04:00	Session – 12	Managing Soil Health	Director, Agriculture (Farmers: 125)

## Programme

Day – 3 (Agriculture and PSUs)				
Risk Management; Climates Smart Agriculture & Electronic Farm Trading				
Hall-1	10:00 – 12:00	Session – 13	International Collaboration in Agriculture and Allied Sector (Foreign Delegates + Skype)	VC, CCSHAU for Seminar Director, Agriculture for farmers (Farmers: 125)
Hall-2	10:00 – 12:00	Session – 14	Conservation Agriculture for Sustainable Crop Production- Climate Smart Agriculture & Risk Management (National)	VC, CCSHAU for Seminar Director, Agriculture for farmers (Farmers: 125)
Hall-3	10:00 – 12:00	Session – 15	Agro Product Marketing Haryana – Developing Sustainable Agricultural Value Chains	CA, HSAMB (Farmers: 125)
Hall-4	10:00 – 12:00	Session – 16	Logistics & Agro Processing – thrust area for Haryana	MD, HSWC (Farmers: 125)



# Activities



## Haryana Kisan Ayog

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