

A REPORT ON 'UTKAL KRISHI MELA-2022'

Organized by-

M S Swaminathan School of Agriculture (MSSSoA),
Centurion University of Technology and Management



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities!*

In collaboration with-

'Krishi Jagran'

KJ KRISHI JAGRAN

Date: 10th and 11th March, 2022

Venue: University Play Ground,
CUTM, Paralakhemundi Campus

M. S. Swaminathan School of Agriculture (MSSSoA) of Centurion University of Technology and Management in association with 'Krishi Jagran' jointly organized 'Utkal Krishi Mela' from 10th March to 11th March, 2022 at Centurion University, Parlakhemundi, Gajapati in Odisha. M.S. Swaminathan School of Agriculture (MSSSoA) is located in Gajapati district in South Odisha which is one of the backward districts of India. It is accredited with ICAR and has established close operational relationship with community and network of companies in agroindustry, NGOs and Government Organizations to enrich its educational offerings. It is one of the top agriculture colleges in Odisha as well as in India. On the other hand, 'KRISHI JAGRAN', India's largest circulated rural agricultural magazine, has been printing in 12 languages – (Hindi, Punjabi, Gujarati, Marathi, Kannada, Telugu, Bengali, Assamese, Odia, Tamil, Malayalam and English - Agriculture World), 23 editions, since 1996 to cover 22 states of the country. LIMCA BOOK of RECORDS facilitated 'Krishi Jagran' for its numerous editions and vast circulation in 2016. Krishi Jagran visions to emancipate farmers' economic conditions along with rendering a platform where they can get all the knowledge and wisdom about the progress that agriculture witnesses. Krishi Jagran serves as an interface among the Industry, Government, Research Institutions, Farming Communities and NGOs.

Objectives of the Utkal Krishi Mela

- i) To provide a meeting place for farmers to Agri-entrepreneur, Manufacturers, Dealers, Distributors, Scientists, Government bodies and Other agri-organizations.
- ii) To provide an opportunity to enhance brand awareness and visibility of agriculture and allied sector companies among key stakeholders.
- iii) Provide exposure to farmers about the recent Agri-input products, Technologies, Farming practices, Government programs, Marketing and Post-harvest management.
- iv) Provide better awareness among the key stakeholders, industries and investors about the agricultural potential of the state, business opportunities available and the scope for investment.
- v) Provide a platform to the national and international organizations in the Food, Agriculture, Animal husbandry, Horticulture, Agribusiness, Solar power and Rural development for linkages and partnerships.

Programme details

10th March, 2022

The two days 'Utkal Krishi Mela' was inaugurated on 10th March in the gracious presence of the Chief Guest, Sri Chandra Sekhar Sahu, Honourable Member of Parliament, Barhampur, Odisha and Guest of Honour Mr. M.C. Dominic, Founder and Editor in Chief, Krishi Jagran. They lighted the lamp along with Prof. Supriya Pattanayak, Honourable Vice Chancellor, Dr Anita Patra, Honourable Registrar and Dr. M. Devender Reddy, Dean Academics of M. S. Swaminathan School of Agriculture, CUTM. After that event, the programme was started with the speech of a progressive farmer associated with SACAL NGO located at Mohana Block, Gajapati, Odisha. The Vice-Chancellor Professor Supriya Pattanayak expressed about role of M. S. Swaminathan School of Agriculture in training 1 lakh farmers and emphasized on doubling farmers' income and importance of this Mela to the farmers. The Director of 'Krishi Jagaran', Mr M.C Dominik praised Centurion University of Technology and Management in conducting the farmers' fair and praised the honourable Member of Parliament for attending the inaugural ceremony. Unveiling of the Book, 'Krishi Utkarsh' was also done after the inauguration ceremony. Next to this event, 'IFFCO Best Farmer Award' was handed over to progressive farmer namely Mr. Amar Panda from Ganjam and V Gobinda Raju from Gajapati district by State Marketing Manager (IFFCO, Bhubaneswar) Mr. Saurav Kumar Chatterjee. After that, Chandrashekhar Sahu, Honourable MP of Barhampur appreciated the unique initiative taken by Centurion University and Krishi Jagran. He said that through such fairs farmers get an opportunity to learn and observe many new things, which will further help in increasing their income. He also addressed the farmers of Odisha that 'we will make a different identity in the field of agriculture in the days to come'. The registrar Dr. Anita Patra explained how farmers can gain knowledge from the stalls. After this the guests along with professors visited sixty stalls and discussed about the various activities. The programme coordinators, Dean (Administration) Dr. Satya Prakash Nanda and Dr. Saurav Barman, organizing committee core members namely Dr. Nilanjana Datta, Dr. Subhrajyoti Chatterjee, Mr. Monisankar Bera and Other Organizing Committee Members, Professors, Faculties, Farmers and Students were present in the occasion.

11th March, 2022

The Valedictory session of two days 'Utkal Krishi Mela' was conducted by Centurion University of Technology and Management, Paralakhemundi, Odisha. In this session the chief guest was Sri Jagannath Saraka, Minister of State of Schedule Caste and Schedule Tribe Development, Minorities and Backward Classes Welfare. Other dignitaries like Director of 'Krishi Jagaran' Mr. M. C. Dominic, Vice Chancellor Dr. Supriya Pattanayak, Registrar Dr. Anita Patra, Director (Administration) Dr. Durga Prasad Padhy, Dean (Admin.) Dr. S. P. Nanda and Dean (Academics) M. Devender Reddy were also present. The minister enlightened about his pleasure in seeing this mega event and stated that it can benefit the farming community with new farming technologies. Moreover he expressed his thankfulness to the CUTM administration. The 'Best Progressive Farmers Award' sponsored by 'Krishi Jagran' were awarded to the farmers from SACAL, CCD and BREDS NGO by the minister. Finally Dean (Administration) Dr. S. P. Nanda concluded and gave vote of thanks to the Farmers, NGOs, Media Persons, Teaching and Non-Teaching staffs for successful completion of the event.



(Inauguration of the programme by lightening the lamp by Honourable MP Mr. Chandra Sekhar Sahu)



(Unveiling booklet: 'Krishi Utkarsh')



(Speech by Honourable MP Chandra Sekhar Sahu)



(Presenting the IFFCO Best Farmer Award)



(Inauguration of stalls by Honourable MP Mr. Chandra Sekhar Sahu)



(All the dignitaries in a frame in front of a stall)



(Drone flying in the Mela ground)



(Students interaction with the farmers)



(Active participation of the students in the Departmental stalls)



(Stalls of different Departments in Utkal Krishi Mela, 2022)



(Stall of IFFCO in the Krishi Mela)



(Stall of IPL in the Krishi Mela)