

Mera Gaon Mera Gaurav (My Village My Pride)

As per instruction of ICAR vide F. No. A.Extn./10/1/2015/AE-II, dated 11.8.2015 for implementation of Mera Gaon Mera Gaurav (MGMG) scheme which was launched by the Hon'ble Prime Minister on 25 July, 2015 at Patna, CRIJAF formed a committee to initiate the MGMG activities of the institute and the Committee met on 25.8.2015. One Principal Scientist was selected as the Coordinator of MGMG for the institute. In total 11 group consisting of 4 multidisciplinary Scientists in each group was formed. Each of the 11 Scientists' group identified and adopted 5 villages per group. Thereby 55 villages situated within a radial distance of 100 km from the institute in North 24 Parganas, Hooghly, Nadia and Purba Medinipur districts were considered under MGMG activities of CRIJAF. From each village cluster one/ or two lead farmer/s were identified and the MGMG programme was implemented with active cooperation of the lead farmer. To initiate the MGMG programme, a group of selected farmers from each villages were invited and ice-breaking interaction meetings were conducted in the institute where elements of the innovative initiative of MGMG were discussed. After that, regular visits to the villages were held by the respective groups to understand the actual situation of the villages and also to assist the farmers in their cultivation process. The details of the activities performed by the Scientist groups of the institute under MGMG are summarized below:

Table. List of activities and number of beneficiaries under MGMG during 2015 (October)-16 (March)

Sl.	Activity	Frequen cy	Number of farmers benefitted	Area covered (ha)	Remarks/ Purposes
1.	Visit to villages	23	1207	-	Farmers-Scientists interaction, feedback on retting technology, quality and marketing of jute fibre, management paddy nursery, improved mustard production technology, sensitization about the need of jute cultivation
2.	Gosthis/ meetings conducted	20	1790	-	Scientific agriculture, practical approaches for insect pest management of agricultural crops, improved microbial retting of jute, awareness about Swachha Bharat mission, need of healthy soil for healthy crop, need of balanced fertilizer use, safer seed storage
3.	Mobile-based advisory	16	9460	-	Minimum Support Price (MSP) of Jute and Mesta, jute seed production technology, <i>boro</i> paddy management, preservation of jute seed, line sowing in jute, improved jute varieties
4.	Literature support provided	2600	2600	-	Improved production technology of jute, line sowing of jute by seed drill, weed management of jute, Improved microbial retting
5.	Facilitation of new varieties, seeds, technology	-	877	122	Jute varieties viz. JRO 204, JRO 58, S 19, JBO 2003 H and in mustard, B-9
6.	General awareness created	6	785	-	Saving of drinking and irrigation water, saving of electricity by LED lights, use of minimum pesticide for crops, education of girl child
7.	Linkages created with other department	5	3965		National Jute Board, Jute Corporation of India, Krishi Vigyan Kendra, State Department of Agriculture and NGO