



କୃଷି ଓଡ଼ିଶା : କୃଷି ପ୍ରଗତିରେ ମହିଳା

Krusha Odisha : Celebrating Women in Agriculture

📍 Janata Maidan, Bhubaneswar



Department of Agriculture & Farmers' Empowerment
Government of Odisha



KRUSHI ODISHA - 2024

Through women empowerment not only a family, but society as a whole can be empowered. My Government has initiated many such programmes and schemes keeping women's in the center.

Women are the driving force of Agriculture as well as state's economic development. They make essential contributions to the agricultural, rural economies and environment transformation for the state.

Empowering and main streaming rural women workforce in agriculture can bring paradigm shift towards economic growth of the society by enhancing food and nutritional security and alleviating poverty.

Women contribute to agriculture through multiple roles as cultivators, entrepreneurs, laborers, livestock rearing, processing foods, post-harvesting operations, trade and marketing, fishing, etc. with growing urban migration, the agriculture sector is also being managed by women.

Now, rural women have availing access to education, productive resources, capacity building, skill development, healthcare facilities and diversified livelihood opportunities through government beneficiary schemes.

I am happy to inform that the theme of this year '**KRUSHI ODISHA 2024**' event is '**Celebrating Women in Agriculture**', is dedicated to the women in the field of Agriculture & allied sectors.

Efforts have been made by the State Government to achieve their goals for agricultural development, economic growth and food security. Due to implementation of pro-farmer programmes, the State has bestowed with 'Krushi Karman' Award for 6 times and also with 'Agriculture Leadership Award 2022' for its innovative and popular policies, giving new growth and direction to agriculture and touching the lives of millions of farmers. Recently, State has been conferred with "Poshak Anaj Award" by ICAR-IIMR and FAO as "Best Millet Promoting State".

The "Krushak Assistance for Livelihood and Income Augmentation" – KALIA from the financial year, 2018-19 has been introduced to accelerate agricultural prosperity and reduce poverty in the State. Digital interventions like Ama Krushi, GO-SUGAM and SAFAL have been instrumental in delivering advisory, schemes and loans to farmers digitally and the new crop loan module in SAFAL is expected to transform agricultural credit.

The State Government has taken significant steps to empower women, creating opportunities to achieve economic independence and enhance their quality of life. Women agri-entrepreneurs in state can benefit from government schemes designed exclusively for them. The schemes like Mukhyamantri Krushi Udyog Yojana (MKUY) , Odisha Millet Mission (OMM) ,Farm Mechanization, Coffee Mission, Mushroom Mission, Mukhyamantri Maka Mission, Spices Mission offer financial support, skill development and business opportunities.

This is a three days programme by Government of Odisha to showcase the great potential of State and huge investment opportunities in Agriculture, Horticulture, Food Processing, Fisheries & Animal Husbandry Sectors. Around 5000 Farm Women, 2000 Women SHG, Agri-entrepreneurs from different corners of the state are going to participate in the event and successful women farmers & SHGs will also be felicitated.

Let's celebrate the Krushi Odisha 24 and make it successful one.

"Bande Utkal Janani"

Chief Minister, Odisha

OBJECTIVES



To showcase best products and practices Emerging Technologies leading to farm profitability



To develop understanding on various factors and interaction in value chain management of agri-commodities



To initiate a platform for interface and linkage among market players, service providers, agri-preneurs and industry



To provide scope for institutional interaction and partnership



Session Plan for Krushi Odisha-2024

Sl. No.	Name of the Session	Date & Time	Hall
01.	Gender Responsive and Nutri-sensitive Food system: Delivering Nutrition and Health for All	12.01.2024 2 PM to 3.30 PM	HALL-A
02.	Redressal of Gender Issues in Agriculture for Growth and Development of Farm Women	12.01.2024 2 PM to 3.30 PM	HALL-B
03.	Promoting SHG-Led Entrepreneurship through Agri-Enterprises	13.01.2024 10 AM to 1.30 PM	MAIN HALL
04.	Women and Water: Empowering Women in Water Governance	13.01.2024 10 AM to 11.30 AM	HALL-A
05.	Agriculture Mechanization: Enabling Women Farmers for Multiple Growth opportunities	13.01.2024 10 AM to 11.30 AM	HALL-B
06.	Digital Extension: Enabler Women's in Agriculture	13.01.2024 12 Noon to 1.30 PM	HALL-A
07.	Harvesting & Handling Cut Flowers: A promising sector for farm women	13.01.2024 12 Noon to 1.30 PM	HALL-B
08.	Socio-Economic Development of Women through Seed Production, Preservation & Marketing	13.01.2024 2 PM to 3.30 PM	HALL-A
09.	MKUY: A new horizon for women in agripreneurship	13.01.2024 2 PM to 3.30 PM	HALL-B

Sl. No.	Name of the Session	Date & Time	Hall
10.	Empowering Women through Fish Processing and Value Addition	13.01.2024 4 PM to 5.30 PM	HALL-A
11.	Credit linkage & Crop Insurance: A Financial Support to Farm Women	13.01.2024 4 PM to 5.30 PM	HALL-B
12.	Low GI Rice Industry & Women Empowerment through value addition of indigenous staple foods	14.01.2024 10 AM to 11.30 AM	HALL-A
13.	Innovative Technologies for food processing: Opportunity for Women	14.01.2024 10 AM to 11.30 AM	HALL-B
14.	Value addition and Marketing of Dairy Products through Women Entrepreneurship	14.01.2024 12 Noon to 1.30 PM	HALL-A
15.	Migration-Impact on Farm Women	14.01.2024 12 Noon to 1.30 PM	HALL-B
16.	Value Chain of Coffee: An Emerging Agri Business for Women	14.01.2024 2 PM to 3.30 PM	HALL-A
17.	Mushroom Cultivation: A key to enhance the nutritional status and income augmentation of Women Farmers	14.01.2024 2 PM to 3.30 PM	HALL-B



Events/Activities for Krushi Odisha-2024

Sl. No.		Name of the Event	Date	Time	Hall
01.		Quiz & Debate	13.01.2024	10 AM to 1.30 PM	HALL-2 (Activity Hanger)
02.		Experimental Water Game	13.01.2024	3 PM to 4.30 PM	HALL-2 (Activity Hanger)
03.		Local Farmer Song	13.01.2024	4 PM to 5 PM	MAIN HALL
04.		Storytelling	14.01.2024	10 AM to 11.30 AM	HALL-2 (Activity Hanger)
05.		Post Card Exchange	13.01.2024 to 14.01.2024		HALL-2 (Activity Hanger)
06.		Farmer Facilitation Centre	12.01.2024 to 14.01.2024		HALL-2 (Activity Hanger)
07.		Experiential Learning Centre	12.01.2024 to 14.01.2024		HALL-2 (Activity Hanger)

Director of Agriculture & Food Production, Odisha



📍 Janata Maidan, Bhubaneswar



- Aquaculture
- Cold Storage, Cold Chains & Low Cost Storage Structure
- Farm Machinery Manufacturer
- Value Addition of Millets
- Livestock
- Organic / Natural Farming
- Oil Seeds
- Poultry
- Post Harvest Technology, Tools & Uses
- Plant protection chemicals and equipments
- E-Governance in Agriculture
- Seeds & Plant CNG Materials
- Soil & Water Conservation
- Solar Power for Irrigation
- Storage Technology
- Value Addition in Dairy Products
- Value Addition in Fruits and Vegetables
- Drone



VISITOR PROFILE

- Agriculturists
- Horticulturists
- Veterinarians
- Pisciculturists
- Agri-Engineers
- Agri-Entrepreneurs
- Agri-business management
- Academicians
- Scholars
- Researchers
- People's Representatives
- General Public
- Industrialists
- Bankers, Insurance & Finance Companies
- CEOs & senior officials of Companies
- Input Dealers
- Traders
- Managers
- Advisors
- Policy Makers
- Media People

SCOPE FOR EXHIBITORS

- Reach out to lakhs of farmers under different sectors
- Get connected with the policymakers, researchers, planners, bureaucrats etc.
- Explore business opportunities in the state
- Expand dealership network in Odisha
- Explore opportunities for value addition and agri-marketing
- Understand and witness live demonstrations on the latest trends & innovations in the agribusiness space
- Participate in the Odisha growth story through investments & joint ventures
- PPP opportunities

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GLIMPSES OF KRUSHI ODISHA 2023

- Grand Inaugural function
- CEOs interaction session
- Business exhibition
- Theme on conferences
- Pathashala
- Media interaction
- Co-operation & Banking day
- People representative day
- Women's day
- Valedictory session



ABOUT DEPARTMENT OF AGRICULTURE & FARMERS' EMPOWERMENT, GOVERNMENT OF ODISHA

Agriculture is the backbone of the rural economy, a Directorate of Developments, later renamed as Directorate of Agriculture and Food Production, was established before independence i.e. in 1945 including horticulture and soil conservation as two vital wings. Horticulture and Soil Conservation Directorates separated in 1977 and 1978 respectively. The Odisha Watershed Development Mission was formed as a registered society under the Agriculture Department on 30th June 2000. Now the mission is merged with soil conservation and renamed as Directorate of Soil Conservation and Watershed Development. The Engineering wing headed by Chief Engineer Agriculture is functioning under the Director of Agriculture & Food Production, Odisha to look after the Engineering activities, Farm Mechanisation, Irrigation activities.

The other important institutions associated are Odisha University of Agriculture & Technology (OUAT), Institute on Management of Agricultural Extension (IMAGE), State Institute of Training & Extension (SITE), Regional Institute Training & Extension (RITE), State Seed Testing Laboratory, Agricultural Implement Factory, Pulse Research Station at Nayagarh, Research on Agricultural Implements, Bhubaneswar and number of district-level Adaptive Research Stations, Fertilizer Testing Laboratory, Insecticide Testing Laboratory and Soil Testing Laboratory.

Apart from this, four Public Sector Undertakings (PSUs) namely, Odisha State Seeds Corporation (OSSC), Odisha Agro-Industries Corporation (OAIC), Agriculture Promotion and Investment Corporation of Odisha Limited (APICOL), Odisha State Cashew Development Corporation (OSDC) and autonomous registered like Odisha State Seed & Organic Products Certification Agency (OSSOPCA) are also functioning under the department.

PARTICIPATION FEES

Indoor Built up stall

Rs. 1000/- Per Sq Mtr

(minimum 3m x 3m = 9 Sq mtr stall)
Electricity- no charges.

Outdoor Stall

Rs. 500/- Per Sq Mtr

(minimum 10m x 5m = 50 Sq mtr
stall Electricity- no charges.)

FOR PARTICIPATION, PLEASE CONTACT:

The Director
Institute on Management of
Agricultural Extension (IMAGE)
Siripur, Bhubaneswar-751003
E: imagebbsr@rediffmail.com | M:88955 34501

Federation of Indian Chambers of
Commerce & Industry (FICCI)
Mr BK Nayak, Additional Director
M: 91-9945790735 | E: bk.nayak@ficci.com
Mr Saurabh Chopra, FICCI
M: 91-99710 01114 | E: saurabh.chopra@ficci.com

 Janata Maidan, Bhubaneswar