

Mera Goan Mera Gaurav initiative at the centre

An innovative initiative “Mera Gaon Mera Gaurav” was launched by the Hon’ble Prime Minister on 25th July 2015 on 87th Foundation day of ICAR at Patna with an aim to keep about 20,000 scientists of ICAR and AUs in direct touch with adopted villages and provide information on technical and other related aspects in a time frame to farmers. As per ICAR guidelines, this scheme was initiated at ICAR-NRCE on 25th August 2015. All the scientists of the Centre were divided into seven groups to initially carry out Bench Mark Survey of 4 to 5 villages within 50 to 100 Km radius from their working place. Each group had 4-5 multidisciplinary scientists. Initially 31 villages were selected within Hisar and Bikaner Districts. Till Dec., 2015, bench mark survey of about 25 villages was completed by all the teams. Each group had been advised to visit selected villages regularly, to conduct Gosthis/ meetings, initiate mobile advisory service, provide technical support to the farmers and identify their problems.

In current scenario, ICAR-NRCE constituted six teams of scientists for MGMG related activities in selected villages. A total of six villages (four at Haryana and two at Rajasthan) were adopted by ICAR-NRCE for the MGMG programme. The various activities were undertaken in villages Gurana, Kajla and Kharia, Rajli, Muklan from Haryana and Belasar & Sheiksar from Rajasthan. The scientists of the Centre made efforts to coordinate agriculture, animal health related activities and social awareness programme through developing linkages with government officials (Agriculture Development officers, Veterinary officers and Anganwari officials & workers), local village Panchayats and NGOs. During the period under report scientists made 19 visits to adopted villages. The teams organized various scientific activities viz., interface meeting, demonstrations and trainings. Education of farmers on zoonotic diseases and demonstration of vermi-composting utilizing equine dung are to name a few. Scientists inspired and educated school children by delivering lectures on various topics related to science, personal hygiene, nutrition, cooking healthy meals, cleanliness and maintenance of personal health and prevention of disease transmission. Advisories were given to the needy farmers and interactive meetings with equine farmers were also conducted. General awareness was created by apprising the villagers about various Govt programmes viz., Beti Bachao and Beti Padoos, Beti Janam utsav, Swachha Bharat Abhiyaan etc. Various national days like World soil health day, National Science day, National Productivity week etc, were celebrated in Villages adopted under MGMG.

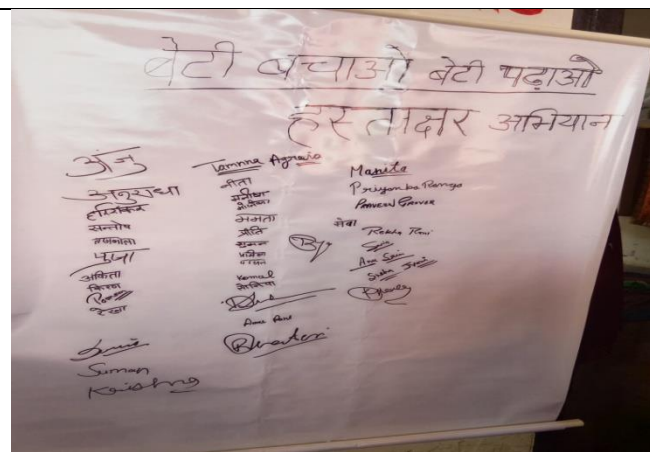
A) General awareness creation

- Awareness created on “*Beti bachao and Beti Padoos*” in Kajla Village on 03.04.2018. *Beti Janam Utsav* was celebrated alongwith the officials of Anganwari officers and staff in Village Kajla on the same day to encourage the birth of girl child in Kajla and nearby villages and to address the declining sex ratio.

- General awareness created about concept of sale of fresh products and other creative things made by farmers/villagers directly to the urban community to be sold in Farmers market at popular public place in the village for increasing their income as well as to increase the interaction between rural and urban communities. A meeting was also conducted with selected persons of villagers for discussing the concept of sale of farmer's material directly to the urban and rural persons at rural prominent areas.
- ICAR-National Research Centre on Equines, Hisar, Haryana celebrated "World Soil Health Day" at Village Kajla (Hisar) on December 05, 2018 to educate the farmers regarding importance of soil health card, soil conservation and controlled use of insecticides, herbicides and chemical fertilizers.
- The students of Govt. Middle School, Himmatasar and Panpalsar (Rajasthan) were educated about National Programmes like, Beti Bachao-Beti Padhao, Swachhha Bharat Mission, Soil Health Card, Bhamashah Yojana for women empowerment, Pradhan Mantri Ujjwala Yojana and current affairs.
- Krishi Kalyan Abhiyan on 18th July 2018: Scientists educated farmers on the signs, symptoms and various policies related to glanders in equines in view of the positive cases for glanders in NCR, New Delhi. More than 100 villagers at village Malahka, Nuh were present in the meeting. The participated Veterinary officer informed 37 equine samples were sent for diagnosis of glanders from Mewat as a surveillance programme. The handbooks on general information on equines were provided to approx 50 villagers. Literature on Vermin composting using equine dung was also distributed.
- Scientists created awareness on the quality of drinking water among the Villagers of Kharia, Hisar. The MGMG group is planning to test the quality of the drinking water supplied at the village and educate the farmers on the procedures to be adopted for proper filtration of water and also on the problems associated with drinking of unsafe water.



Distributing certificates to mothers of newly born female child.



Awareness created for "Beti Bachao and Beti Padao" Abhiyan



Distributing certificates to mothers of newly born female child



Traditional Celebration of Beti Janam Utsav.

B) Training and Demonstration of technologies

- Under a special campaign for propagating and encouraging organic farming one day training on Vermicomposting using equine dung was organized at ICAR-National Research Centre on Equine, Hisar on June 29, 2018. The farmers of adopted villages under Mera Gaon Mera Gaurav were educated regarding importance of organic manuring and controlled use of chemical fertilizers. 10 farmers from villages Gurana, Kajla and Kharia districts of Hisar attended the programme. A team comprising Principal Scientists and technical officers of the centre interacted with the farmers and gave training on organic farming. Expert lecture was also delivered on vermicomposting and organic farming. Besides, a team of students of Agriculture

discipline from different parts of India visiting NRCE also interacted with the scientists and farmers. The farmers were apprised of the toll-free helpline number of ICAR-NRCE (1800-180-1233) for any future assistance.

- A training programme and meeting focused on the preparation of vermicompost was organized at EPC, Bikaner, Rajasthan also on 30.6.2018. Many farmers from adopted villages attended the programme.
- A lecture was delivered on the topic “Nutritional requirements of pregnant women, nursing mothers and young children”. A total of 38 mothers, young children and aanganbari workers participated in the programme. They have also been taught how to grow vegetables in kitchen garden for healthy nutrition, better management & healthy life. Demonstration was also provided for growing coriander without soil in kitchen/ kitchen garden for healthy nutrition
- A cooking program for different recipes of Bajra like burfi, laddu etc. was organized to enhance the commercial potential of bajra, a native crop of Haryana for improving socio-economic conditions of the 38 women of the Kajla village.
- Lectures on personal hygiene and use of sanitary napkins to 38 girls and women were also delivered.

	
<p>Mineral mixture and literature on Vermicompost and “Equines Health and Management” distributed to farmers</p>	<p>Lecture delivered on vermicompost and organic farming to farmers and students</p>

	
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<p>Lecture by NRCE expert on Circular Economy for Productivity and Sustainability at EPC, Bikaner</p>	<p>Cooking program using Bajra at Village Kajla,</p>
	
<p>Lecture on use of sanitary napkins and personal Hygiene</p>	<p>Demonstration provided for growing coriander without soil in kitchen garden for healthy nutrition</p>

C) Interactive meeting with equine farmers

- The scientists of Equine production campus, Bikaner visited the village Sheikhsar, Rajasthan on dated 26.6.2018 and held a farmers meeting. Apart from sharing the

general information about Animal husbandry, special attention was given on Organic Farming during the discussion.

- On the occasion of Foundation Day Celebration of NRCE (26th Nov, 2018) farmers from adopted villages visited NRCE and participated in Farmer-Veterinarian-Scientist interface meeting held at NRCE, Hisar. The NRCE scientists responded to various queries and answered question of farmers. The progressive farmers were also awarded during the function for their role in equine rearing. The toll-free helpline number of ICAR-NRCE 1800-180-1233 was provided to farmers for future assistance
- Interactive meeting with equine farmers on the occasion of ICAR-NRCE, Equine production campus foundation day (26th November, 2018) was organised at EPC, Bikaner. Equine management, feeding, reproduction issues were discussed in detail and tried to solve the issues of equine owners.



MGMG Programme :NRCE, EPC, Bikaner



Training on Vermicompost, Bikaner



Scientists of the Centre advising farmers about organic farming at Kharia village	Farmers interacting with NRCE Scientists at Kharia village
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D) Advisories to Farmers

- Team lead by group leader SC Yadav visited the Goshala, at Dhobi village, Hisar and interacted with Goshala Management team and gave advice on management aspects.



NRCE scientists visit to Goshala, Dhobi village for giving advisory on management aspect

E) Inspiring young minds

- Lectures were delivered to school students, Kharia village on “environmental protection and global warming” in August, 2018 to educate them on global warming and need to protect the environment.
- On the occasion of Hindi Pakhwara (14-27 Sep, 2018), a lecture was delivered on ‘Hindi-Hamari rajbhasha’ followed by an interaction session with high school students. A Hindi essay competition was also organised for students of 8th, 9th and 10th classes.
- ICAR-NRCE, Hisar organized a lecture on the occasion of Swachha Bharat Abhiyaan on 1st October, 2018 to create awareness among the students of Govt High School, Kajla. MGMG Team delivered lecture on Swachha Bharat Abhiyaan and maintenance of personal hygiene and prevention of disease transmission. The students as well as teachers took keen interest in the information provided to them regarding sanitation and personal hygiene.

- NRCE Scientists provided advisory and also educated the school students during their visit to ICAR-NRCE in month of November, 2018 regarding agriculture system, education and career options.
- A lecture was given on the topic of Water Conservation. 101 School students participated in the programme. They have been taught how we can save & harvest water through better management & economic use of water.



NRCE scientists delivered lecture on Swachha Bharat Abhiyaan and maintenance of personal hygiene and prevention of disease transmission at Govt High School, Kajla, Hisar.



Visit of school students at NRCE



Agriculture students at ATIC, ICAR-NRCE



Scientists interacting with school student to create awareness among children on environmental protection and climate change



The school students participated to know about water conservation at village Kajla

F) Tree plantation

- Tree plantation was done in Kharia village, Hisar, Haryana in August, 2018 and gave advice on management and care of plants. Different varieties of plants were planted and a large number of farmers and school students participated in the activity. Later, the scientists from the Centre visited the site/location in Kharia village where tree plantation was done in the August, 2018 and gave advice on management and care of plants. Tree plantation drive was also carried out Malahka village along with the officials from KVK.



G) Animal health Camps

- NRCE scientists and other staff from EPC, Bikaner campus visited the village Belasar and Sinthal and organized an animal treatment camp in the month of Dec., 2018 at Sh. Govind Gaushala, Belasar and College Gaushala of Sinthal. A total of 549 animals comprising of 517 cattle, 8 buffaloes, 14 goats, 1 camel and 9 horses were treated. Special advice for the care of newly born calves was given.
- Scientists from NRCE main campus Hisar also organized an equine health camp at Sadalpur and Adampur villages of Hisar district on 6th December, 2018. During the equine health camp 09 equines were examined for various ailments by a multidisciplinary team of scientists and technical officer.