



C A R D

CENTRE FOR AGRICULTURE AND RURAL DEVELOPMENT

Committed to Farmers' Prosperity

Exploring New Horizons in Agriculture

www.card.org.in

Chairman's Message

Agriculture is the principal source of livelihood for more than 58% of India's population and contributes 15% to the country's GDP. Though the Green Revolution in the 1960s has made India self-sufficient, but there are still numerous challenges viz., land fragmentation, marginal and subsistence nature of the Indian farming, soil degradation, water scarcity, indiscriminate use of chemical fertilizers and pesticides, etc. More than 83% of farmers have landholdings of less than two acres. Limited post-harvest infrastructure, untimely weather events and weak value chain linkages have resulted in post-harvest losses as high as 30% for fruit and vegetables. Food and nutritional security is now a major concern more so in the wake of climate change and is thus, a national priority. In this purview, CARD has been playing an unassuming role in the field of environment, agriculture and rural development, since its inception in the year 2000. CARD acts as a bridge between the network of Agricultural Community and various other stake- holders of this sector (State and Central Governments, International Organizations, Bilateral Developmental agencies, Corporate, Academia, and End-users) through large-scale projects on the field. I am appreciative of all who have extended their unswerving support to build CARD into an institution of great repute and grow its unfailing passion to work for advancement of the rural communities. CARD resonates with the sentiments of Father of India's Green Revolution, Dr. M.S. Swaminathan:

" If Agriculture fails, everything else will fail "

Thus, we have to work relentlessly to help build capacities of our farmers, agri-preneurs, agro-based industries, etc. and make agro-technologies available to farmers in all parts of the country in order to have higher productivity and continued self-reliance



**Sh. Tarun Shridhar
(IAS retd.)**

*Chairman - CARD,
Former Secretary - Ministry of Fisheries,
Animal Husbandry and Dairying
Government of India*

chairman@card.org.in

About CARD

Registered in the year 2000, under the Societies Registration Act 1860, Centre for Agriculture and Rural Development is a premier pan India Non-Governmental Organization, playing a vital role in the national efforts of developing India through agricultural transformation. CARD is committed to reaching out to all parts of the rural society, positively touching the lives of farmers, women groups and rural youth. CARD works on programs and projects, in active collaboration with the industry, institutions and state governments towards improving the lives of rural masses by addressing their policy issues, technological and marketing challenges and executing capacity building programs, livelihood and entrepreneurship projects and market linkages. CARD has been working in over 300 districts for providing training and technical support services to the farmers, and facilitating farmer-industry partnerships.



VISION

To play a vibrant role in the national endeavour of transforming rural India through technological interventions and market led development



MISSION

To facilitate farmers achieve greater economic growth through adoption of advanced technologies and farm innovations, market linkages, training and entrepreneurship development and fostering farmer-industry-institutional partnerships towards increased farm productivity and farmers income

Current Agriculture Scenario in India

Agriculture in India is undergoing rapid market and technological transformation. It has moved from the situation of 'ship to mouth' to food surplus, from subsistence farming to sustainable agriculture, from man driven to technology driven, from production to market oriented and from food importer to net food exporter. Thus, agriculture has come a long way, contributing significantly to food security, employment generation and foreign exchange earnings. But, the issue of global warming and climate change is posing a new threat to the sustainability of our environment and agriculture and livelihood of masses.

Centre for Agriculture and Rural Development (CARD) is dedicated to give voice to the cause of the communities and to strive towards improving the quality of life of masses through protection of environment and promoting safe and sustainable farming systems. CARD undertakes training, capacity building and technology exposure by organizing business and technical seminars, workshops and technology fairs, livelihood projects and entrepreneurship development programs. CARD monitors trends in agriculture and further advises Central and State Governments and various bodies on appropriate policies and actions for the development of agriculture, and the rural economy.

Objectives :

- To play an active role as facilitator and project partner in technology led growth of Indian agriculture
- To promote partnerships among farmers, industries and institutions for creating support ecosystem for farmers.
- To promote marketing linkages and technology dissemination through training, exposure visits, seminars and agro fairs.
- To execute livelihood projects and entrepreneurship programs in agriculture and work with the agri-startups to accelerate growth.
- To conduct literacy and awareness campaigns on various schemes and flagship programs of the Government for their better adoption.
- To help entrepreneurs in setting up of agri-ventures by extending them project training, loan and subsidies, linkages and hand-holding support.





THRUST AREAS



1

RURAL LIVELIHOOD PROJECTS



2

ENTREPRENEURSHIP DEVELOPMENT



3

AWARENESS AND CAPACITY BUILDING



4

FARMER-INDUSTRY PARTNERSHIPS

5

FARMER ENGAGEMENT



Rural Livelihood Projects :

CARD has been actively engaged in working towards improving the livelihoods of our rural communities. It has worked on various integrated community-based interventions across India that aimed to improve rural incomes through modern farming practices, water management, soil conservation, livestock and animal husbandry, market linkages, crafts, etc. CARD has worked on holistic development of different segments of rural community including farmers, women, children, youth, etc. However, it has still greater role to play in the wake of climate change which is leading to extreme weather events, decreased farm productivity and income, shift in production calendars, vulnerable food-, nutrition- and livelihood security. CARD intends to work closely with government, financial institutions, corporates, Banks and Knowledge Institutions to mitigate the negative effect of climate change on our sustainability.

Entrepreneurship Development :

- CARD since 2008 is helping agriculture- graduates develop their entrepreneurial skills, by carrying out their capacity building and skill development in different agriculture and allied sectors. CARD has been recognized as Nodal Training Institute (NTI) by MANAGE Hyderabad and has three centres in Uttar Pradesh. So far, over 1000 candidates have undergone training in these centres. CARD not only provides training but also facilitates their link-up with the financial institutions for getting loans and subsidies for their venture. To scale up this initiative, CARD intends to set up additional NTIs with the support of MANAGE in others states viz., Bihar, Uttarakhand, Odisha, MP, Jharkhand, etc.
- Under Uttar Pradesh Agriculture Development Project, CARD had established more than 150+ Bhagidari Agribusiness Centres in various districts of Uttar Pradesh at block level. A unique system of monitoring and evaluation has been evolved to build their capacity and to support them to be sustainable business.
- Agripreneur Support: In the past CARD has facilitated number of agripreneurs set up their agriculture/ allied-sector related ventures. CARD not only provides handholding in terms of getting loans and subsidies from financial institutions, but also helps in setting up and operationalization of the same



Awareness and Capacity Building :

- Indian agriculture today faces an unprecedented challenge under the emerging global environment of trade and agriculture in post WTO era. The training and advice to the farmers has to be on a continuous basis. CARD regularly organises training programs for farmers on the productivity improvement, marketing, exports, crops diversification, organic farming and value addition etc. Besides farmers, CARD has organized several training and capacity building workshops for rural youths on self-employment opportunities.
- CARD has also organized number of national and international exposure visits for farmers, to give them a real-time experience of various technologies and innovative and successful cropping methods followed in different regions by their fellow farmers. It helps them replicate such innovative technologies and methods in their fields and improve their farm productivity and income. CARD is the only national level organization conducting farmers' tour on behalf of various state governments, district authorities, banks, institutes and agribusiness industry. It has over 50 training and tour modules for Farmers.
- CARD also intends to work in the areas of skills development, knowledge integration, IT enablement, capacity building and performance enhancement of farmers, NGOs and extension functionaries. CARD has identified major gaps in, production, marketing, value addition in establishing a farm based production and processing unit by farmers.

Farmer-Industry-Agripreneurs Networking Platforms :

CARD in its endeavour to bridge the gap between various government bodies, financial institutions, corporates, academia, students and farmers, organizes various events annually. These events are a great platform to network and draw synergies between different stakeholders leading to development of effective value chains. CARD organizes exhibitions, conferences and seminars to provide a platform to all. In addition to the seminars and conferences, it organizes two flagship events every year, AgroTech and Vibrant North East, in Lucknow and Guwahati, respectively.

Farmer Engagement :

Since its inception CARD has been working closely with the rural communities, especially farmers. It has been recognized as Resource Institute by SFAC and has been empanelled as Cluster Based Business Organization (CBBO) by NAFED. It has been allocated 15 Farmer Producer Organizations (FPOs) in Uttar Pradesh, Uttarakhand and Bihar by NAFED and 8 FPOs by SFAC-Haryana. An FPO stands for a group of farmers and producers. A wide range of services, including technical assistance, marketing, processing, as well as other facets of farming, is provided through Farmers Producers Organisations. CARD is continuously making efforts to promote partnerships among the farmers, industries and institutions ensuring stability in the lives of Indian farmers. CARD envisages to set up more FPOs in divergent sectors of agriculture through the implementing agencies under Central Sector Scheme or Private bodies.

Mileposts for future

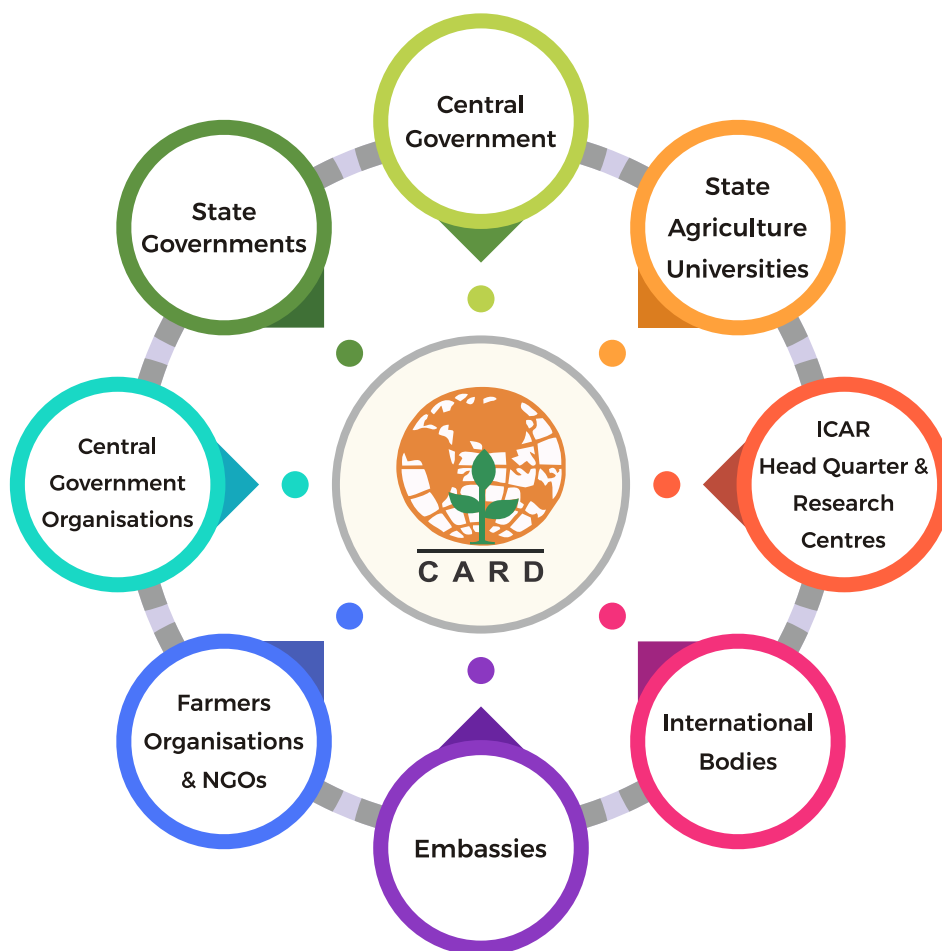
- Setting up of additional Agri-clinic and Agri-business centres in different states for entrepreneurship development
- Greater farmer engagement across various States
- Strengthening farmer- industry-institutional partnerships
- Rural Literacy Programs covering government flagship schemes
- Focused effort to work towards rural livelihood enhancement
- Up-skilling farmers, women and rural youths to better farming
- Promoting nutrition smart crops and climate smart agriculture practices
- Facilitating agro-ventures, especially focussed on goatry, fishery and dairy



Key Accomplishments :

- Successfully initiated the concept of PPP in agriculture extension.
- Covered over 300 districts for farmer exposure visits and trainings all across India.
- Over 1000 agribusiness ventures created by CARD, under ACABC scheme
- A nationwide network of 45,000 agri professionals to execute any large program
- Financial support received by over 400 organisations, including central ministries, state governments, international bodies, industry and institutions.
- Published a comprehensive book containing all GOI schemes on agriculture and rural development for North Eastern Council.
- Educated over 1 million farmers in various parts of the country in the last 22 years.
- Drafted North Eastern Organic Roadmap, even before NPOP was launched.
- Organized over 200 national, state and district level programs for farmers
- Carried out rural campaigns, comprising expos and workshops in over 70 districts
- MoUs with over 2 dozen national institutions and worked with 20 plus States

Linkages :

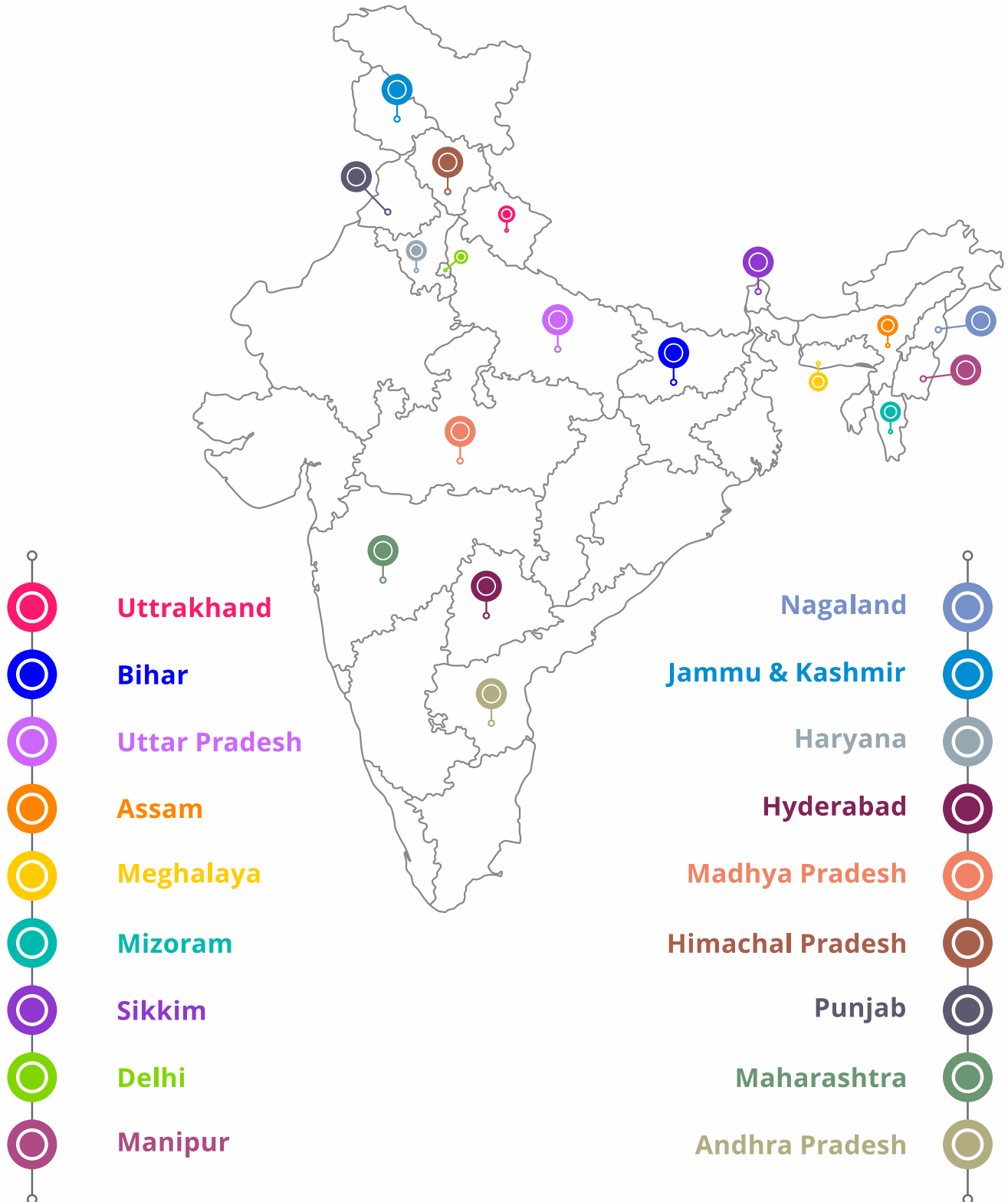


NATIONAL LEVEL INSTITUTES

- Central Institute of Agricultural Engineering (CIAE)
- Central Food Technological Research Institute (CFTRI)
- Central Coffee Research Institute (CCRI)
- Central Farm Machinery Training and Testing Institute (CFMTTI)
- Central Institute of Post Harvest engineering and Technology (CIPHET)
- Central Tuber Crop Research Institute (CTCRI)
- Central Plantation Crop Research Institute (CPCRI)
- Central Soil Salinity Research Institute (CSSRI)
- Central Institute for Research on Goats (CIRG).
- Central Institute for Cotton Research (CICR)
- Central Potato Research Institute (CPRI)
- Indian Institute of Rice Research (IIRR)
- Indian Agriculture Research Institute (IARI)
- Indian Veterinary Research Institutes (IVRI)
- National Dairy Research Institutes (NDRI)
- National Institute of Agriculture Marketing (NIAM)
- National Institute of Agricultural Extension Management (MANAGE)
- Indian Institute of Horticultural Research (IIHR)
- Indian Institute of Soil Science (IISS)
- Indian Institute of Sugarcane Research (IISR)
- State Institutes of Agriculture Management (SIAM)
- Chaudhary Charan Singh Haryana Agricultural University (CCSHAU)
- Anand Agricultural University (AAU)
- Dr. Y. S. Parmar University of Horticulture & Forestry, Solan.
- Punjab Agriculture University (PAU)
- Maharashtra State Agricultural Marketing Board, Pune
- Karnataka State Horticulture
- Mission, Bangalore
- Haryana Veterinary Training Institute, Hisar

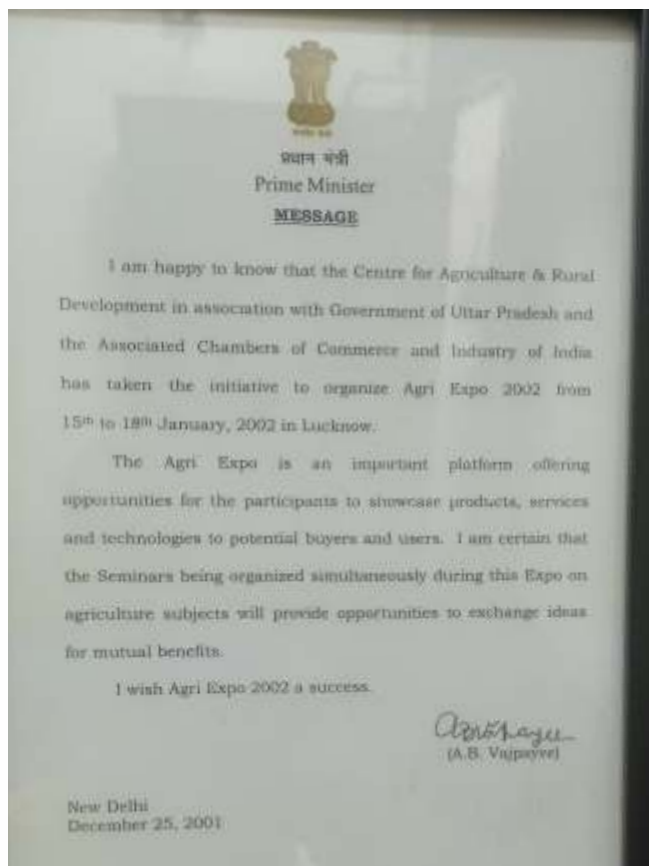
Outreach :

CARD has covered almost 18 states and over 74 districts. It has conducted various events viz., Workshops, Seminars, Agri-Expos, Conferences & Exposure visits. In addition, it has conducted numerous rural livelihood projects and awareness campaigns which has impacted over three lacs farmers at district and sub-district levels in different parts of India.



MOU Partners :





To
The Director,
(CARD) Centre for Agriculture and Rural Development New Delhi
Subject: (Appreciation letter)

Dear Sir,

We are pleased to inform you that the Agriculture exposure visit which has been organized by you was a grand success and I met with farmers they were very happy and they were keen appreciating Mr. Dinesh Battha who has guided them throughout the visit.

We would like to give a short detail of the programme which was under taken during the visit 05th to 08th March 2012 - insect pest management for sustainable production of groundnut by Dr. G. Harish, Disease management for sustainable production of groundnut by Dr. Thirumalaiah, lab visit guided by Dr. Savita, 06th March 2012 - field visit guided by Dr. Savita and A.M. Sekaria, improved groundnut varieties suitable for chandigarh by Dr. A.L. Rathnabalan, management of microelements for sustainable production of groundnut by Dr. A. I. Singh, 07th March 2012 Role of bio-fertilizer in sustainable production of groundnut by Dr. K.K. Pal, Post harvest management of groundnut: drying and Storage methods by Sh. P.V. Sata, Mechanization of groundnut cultivation by Dr. N.K. Jain.

We would also like to inform and appreciate you and Mr. Dinesh Battha that he has taken our farmer not only to the formal programme and lab or field visit but also to the tourist places like Swarna, Nagardher, Gernar and Shaniash Temple with quality food, transportation and well maintained accommodation.

We therefore appreciate CARD and wishing all the best and hoping more programmes to be conducted by the organization for betterment of our farmer.

Thanking you,
(Project Director ATMA)
Rajgarh, Chhattisgarh

ATMA PROJECT

Millet Research Station, Junagadh Agricultural University, Air Force Road, Jamnagar-361 026

Ph. / Fax No. (O.) (0288) 2710470 E-mail: atma.jnn@gmail.com

P.D./ATMA/TRG/ 13/12 / 11 Dt: 12.12.2011

To,
The Director
CARD, New Delhi

This is to certify that the farmers Training Programme organized by CARD, Jamnagar (Gujarat) to Jaipur, Rajasthan from 06th Dec to 12th Dec, 2011. As Mr. Shahnawaz Ahmed as our Training Manager has conducted a very successful and fruitful programme in respect of giving the farmers of Jamnagar District, Gujarat a chance to learn the advance Organic farming in Agriculture and Agriculture Marketing.

We are very thankful to CARD for organizing this type of Training Programme for us. I shall continue with the CARD in future.

(Signature)
Project Director
ATMA PROJECT
Jamnagar, Gujarat
PROJECT DIRECTOR
ATMA PROJECT
JAMNAGAR

कार्यालय- कृषि प्रौद्योगिकी प्रबंधन अभिकरण (आत्मा), सातार
E-mail: atmalatchar@gmail.com

पत्रांक ATMA, Latchar/2011-12 दिनांक 10.06.2011

From,
Project Director
ATMA, Latchar

To,
Tabassum Parveen
Project Manager
CARD, New Delhi

Sub :- Appreciation letter regarding Training cum Exposure Tour Programme.

Sir/Madam,

At the outset, we would like to thanks to you to conducted our inter state Training cum Exposure Tour Programme at Bangalore (Karnataka) on 17.05.2011 to 26.05.2011. During the exposure visit our farmers really know about advance technique of cultivation of agriculture, Horticulture, animal husbandry, Poultry, vegetable cultivation etc.

We are appreciate you to conduct such a wonderful & excellent programme for our farmers. We wish all the best for your futures programmes.

Thanking You,

Yours Faithfully
Sd/-
S.K. Jha
Dy. Project Director
ATMA, Latchar

कार्यालय प्रोड्यूसर "आत्मा" जिला 30 को कोड (0288)
इलेक्ट्रॉनिक/आत्मा/पत्रांक/2011-12/ 1.8.1. कोड दिनांक 13.12.2011

प्रशस्ती पत्र

एकदैनिक रिपोर्ट (आत्मा) कोडकादरता इस दिनांक के 20 नवंबर को दिनांक 09.11.2011 के 13.10.2011 तक प्रशिक्षण के लिए अपने संपर्क Centre for Agriculture, Rural Development (CARD) New Delhi के सम्पर्क में संपर्क (इलेक्ट्रॉनिक) सेवा में Training cum Exposure Visit सम्पन्न होने के पश्चात नवंबर के अखिर दिनांक इस सम्बन्ध में प्रशिक्षण के लिए Training cum Exposure Visit को Fruitful & Appreciative बताया।

अतः संपर्क द्वारा अत्यधिक प्रशिक्षण, काम एवं अनुभव प्राप्त करने के लिए प्रशिक्षण सम्पन्न होने के लिए धन्यवाद।

(Signature)
प्रोड्यूसर "आत्मा"
जिला 30 को कोड (0288)





ACABC



Capacity Building of Farmers



Glimpses of Past Exposure Visits



Vibrant North East 2023



Vibrant North East- 2019



Bihar Farm Machinery Seminar & Expo



Bihar Fishery Entrepreneurship Seminar & Expo



Press Coverage :



OUR PARTNERS & SPONSORS



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