



C A R D

CENTRE FOR AGRICULTURE AND RURAL DEVELOPMENT

www.card.org.in

Annual Report

2013-14

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Introduction

Established and registered in the year 2000 under the Societies Registration Act 1860, Centre for Agriculture and Rural Development is a premier Non-Government Organisation, playing a vibrant role in the national efforts of developing India through agriculture led transformation. CARD is committed to reaching all parts of the rural society especially farming community and participates actively towards improving the quality of life of rural masses by addressing technical, economical policy issues related to the development of agriculture and rural society. *Out of the several objectives, some of the specific objectives for achieving them are enumerated below:*

Objectives

1. To act as a catalyst and facilitator for improving the quality of life in Rural India by creating awareness, training & skills development and mobilizing the farming community and participating with them in implementation of developmental activities.
2. To adopt villages, blocks and districts for their sustainable development through creating awareness, organising and involving local people and mobilization of local and external resources for developmental works.
3. To take up income enhancing farm based activities, such as diversifications to higher value crops as well as adopting farming systems approach, whereby encouraging and demonstrating villagers for taking up allied farming activities such as fisheries, dairy, poultry, goatry, vermi, seri and viticulture.
4. To empower farmers with knowledge by way of application of IT in agriculture and setting up village and block level computer based information kiosks and training centres.
5. To promote and create rural employment by developing agri-entrepreneurs and mobilizing them in services of farmers for training, technical advice and delivery of quality inputs at their door steps as well as making them available at Kisan Centres.

CARD is engaged in a variety of activities in agriculture, horticulture and rural development with an all India presence. The Society focuses on information dissemination, training, capacity building and technology exposure by organising business seminars, technical conferences, farmers workshops, agro trade fairs, conducting surveys & studies and adopting villages for their sustainable development. CARD monitors trends in agriculture and agribusinesses and advises Central and State Governments, NGOs and various bodies on appropriate policies and actions for the development of agriculture and rural economy. Its various bodies are engaged in a host of developmental activities for the benefit of rural society.

CARD has strong links with the farming, business communities as well as policy makers built up through many years of consistent effort to voice agriculture issues and facilitating partnership between Government and the industry by initiating public private partnership in agriculture. The pioneering roles played by CARD in popularizing the concept of PPP, Government initiative on mass media support to agriculture, lowering of interest rates by organizing Parliamentarians conferences and working towards greater investments in agriculture sector, There has also been a long association of CARD with farmers throughout the country and with agencies and organizations involved with rural development. CARD has organized hundreds of rural expos, farmers' seminars and workshops and participated in field projects.

Through a series of activities to empower farmers on latest technology, quality products and services by organizing several capacity building sessions, workshops, rural exhibitions and interaction programmes. CARD has impacted over three lacs farmers by a series of successfully carried out awareness campaigns at District and block levels. Till now CARD has covered 74 districts in various states like U.P., M.P., H.P, Haryana, Punjab, Maharashtra Andhra Pradesh and North east region.

CARD team is comprised of highly qualified and experienced persons from agriculture, horticulture, development sector, media and marketing, who have strong background in planning, designing and implementation of development initiatives.

Achievement during the year 2013-14

1. Bhagidari Agribusiness Centres following the Bhagidari Model

CARD is also implementing a unique agriculture development model in Uttar Pradesh by partnering with agriculture graduates and helping them set up Bhagidari Agribusiness centres with the support of MANAGA. CARD has till date set up 120 such agribusiness centers in the State which reflects its commitment to the State's agriculture development.

The training, facilitation, intervention and developmental activities to be carried out by establishing vibrant growth centers on partnership mode to be managed by agriculture graduates, who would act as entrepreneurs with Gram Panchayat level functionaries (Kisan Mitras) to provide structural support and execute work plan. The initiative has been named as Uttar Pradesh Krishi Vikas Pariyojna, under which 4,000 Bhagidari Agribusiness Centres are to be set up in all districts.

Bhagidari Agribusiness Centres run under the theme of Progress through Partnership has a vision to bring about agricultural transformation by developing panchayat level self sustaining agribusiness centres, which could function as nodal growth bodies, providing farmers IT based information, training and facilitation, appropriate technologies, backward & forward linkages and promoting allied income

generating farm based activities, and thus promoting agri-entrepreneurship and building more prosperous rural community

Centre for Agriculture and Rural Development” (CARD) under its pioneering project “Uttar Pradesh Krishi Vikas Pariyojana” is setting up a chain of agri business centers in the name of Bhagidari Agribusiness Centres, in all the district of UP. The vision is to bring about agricultural transformation by developing block level self sustaining agribusiness centres which could function as nodal growth bodies. CARD is striving to provide farmers IT based information, training and facilitation, appropriate technologies, backward & forward linkages and promoting allied income generating farm based activities, and thus facilitating agri-entrepreneurship and improved scientific farming systems to build more prosperous rural community.

CARD team has gained a profound understanding out of its long association with farmers throughout the country and with agencies, organizations and policy makers involved with the agriculture industry and rural development sector. The team has been working extensively to empower rural masses of the country with knowledge and the idea to increase farm productivity and create value chain in agriculture. The organization offers both technical know how as well as delivery of services in the rural sector and has been a pioneer in launching many programs and new initiatives for the development of the sector. For the project, CARD has already identified 2500 agriculture graduates in the state for the first phase.

Thus under this project CARD shall reach out to all the 52,000 villages. Thus the approach is to facilitate agricultural development by involving farmers and rural youths on a more comprehensive basis so as to effectively address strategic and policy issues constraining Agriculture and rural empowerment and mobilizing and strengthening existing structure, institutions and expertise in the sector.

2. Research and Studies

Center for Agriculture and Rural Development has been conducting studies for various purposes. Management Institutes have been sending their graduates for internship at CARD considering the significant contribution of the organization in catalyzing agriculture based livelihood.

Achievements in the year 2013-14 are the following:

- Need Assessment for development needs of farmers and farm workers in Rajasthan
- Need assessment for support to bee keeping farmers in Jammu and Kashmir
- Mapping Community Programming Needs in Lakhimpur Khiri
- Mapping Development Support Needs in Barmer and Jaisalmer district
- Assessing patterns of Agribusiness and Agri Clinic success stories in Uttar Pradesh

Earlier , the following studies had been completed :

- Trends in farmers returns from the cotton crop
- Impact of subsidies reduction on Indian agriculture
- Present situation and emerging trends in Indian agriculture
- Farmers credit needs and preparing a suitable product mix for them
- Impact of WTO and globalisation on Indian agriculture
- Tamilnadu agriculture and rural economy
- Andhra Pradesh agriculture and rural economy
- Gujarat agriculture and rural economy
- Uttar Pradesh agriculture and rural economy
- North east agriculture and rural economy
- Madhya Pradesh agriculture and rural economy

3. Publications:

CARD brings out a highly reputed monthly National Agriculture Magazine, **Agriculture Today** www.agriculturetoday.in for the last 17 years with a circulation of more than 30000 copies. Hindi magazine, **Krishi Today** that was being published for the last two years has been temporarily suspended and this would be revived soon.

4. North Eastern Initiative:

CARD has been engaged in the agriculture and horticulture led development in the North East region of India since it prepared **10 years rural development plans for North East** to accelerate agribusiness growth and create employment opportunities for 40,000 un-employed rural youths and presented plans for approval at Development Meet on North East on 4th July, 03 for approval by NEC. The same are being implemented by CARD in North East. The major project activities in North Eastern region are:

Developing Poultry Industry: CARD initiated for developing commercial poultry production in the region by setting up Poultry Park with one mother unit of about 50,000 birds and 20 satellite units of about 2000 birds each, taking one district as model. The processes bore fruit through development of programming in this regard by agencies at the state level.

NER as Organic Zone: Looking into the fast growing demand for organic food world wide and the fact that the North Eastern Region consumes very little chemicals in agriculture, it is naturally an organic zone. CARD has initiated to promote organic in NER and position it as 'organic zone'. The idea has been picked up by all the states where production is primarily organic.

After publication of a special issue on Mizoram , CARD organized a round table on Agriculture and Horticulture for taking forward the critical concerns of the government of Mizoram on December 20, 2013 .Infrastructure deficits were cited to be the major hurdle in advancing the marketing of horticulture produce from the state. CARD followed up with the proposal of setting up a special purpose vehicle for branding the horticulture produce of the state following the model of HPMC created for generating national and global outreach for the horticulture produce of Himachal Pradesh.

5. UP Agriculture development Project:

Under this initiative, CARD has set up over 168 Bhagidari Agribusiness Centres, across Uttar Pradesh, which are fully owned and operated by agriculture graduates, under technical and administrative support by CARD project team.

6. Socially Inclusive and Ecologically Safe Development:

CARD has been working for accelerating economic development among dalits, muslims and indigenous groups through promoting leadership among the community for ensuring access to the entitlements under the national flagship programmes, forming community groups across the habitations and block and districts in India, advocating for inclusive development with the government, organising the community and opinion leaders for ensuring formation of community based sustainable mechanisms for facilitation of access to entitlements, advocating enterprise development among the dalits, muslims and indigenous groups.

Inclusive and Green Development Leaders Network <http://imedaindia.ning.com>

Launched in the month of May 2010 the online network has grown to have 72 members with some of the leading thinkers, development practitioners ,grassroot leaders, civil society organisation the network has been a forum to share the issues ,concerns and best practices in inclusive development and related issues. The members of the network can be seen at the site of the network. The network has contents including photos, discussions, videos ,blogs and others. Critical information on the funding opportunities, request for sharing contents for the network, welcome to the new members are being regularly sent to the members of the network. Members have been sharing their articles, pictures and other content that are shared with other online communities such as Facebook and Twitter . The objective of the network is to showcase the work of the members and let members share critical advices and programmes for realising the agenda of inclusive development. CARD supported network contain the pictures and blogs of the study that it conducted in collaboration with Sewa as part of internship work by David Emmanuel

Hatier, a student of University of Laval, Quebec, Canada. Pictures of the visits to the slum areas and locations in Delhi are posted at the network under Photos.

A report of the study has been shared <http://imedaindia.ning.com/forum/topics/situation-of-children-engaged-with-waste-work-in-delhi> for discussion, comments and follow up action .There are around 100 blog posts that are source of information on the economic issues and cultural issues. The blog posts are an important means for sharing the critical concerns and letting the members express themselves. This has become an empowering tool for the members who are encouraged to post their blogs for sharing what they feel about the issue and what action they are taking up at the local level.

Catalytic Inclusive Development Community meetings

In order to build habitation based groups of youths, elders and women, CARD has conducted community meetings in Seelampur, Sultanpuri, Sangam Park, Wajirpur Village in the last year. The meetings showed the need for facilitating the sharing of information on the development schemes, national flagship programmes and state level programmes.

CARD has organised meetings in Gorakhpur, Lakhimpur, Dumariaganj, Shahjahanpur, Banda, Bahraich, Saharanpur, Deoband, Lucknow and Sitapur . The meetings indicated the need to build community based support mechanism for ensured increased uptake of the state level and national level programmes. It further generated much needed capital, infrastructure and manpower inputs for ensuring that the economic development is realised and poverty reduction among dalits, muslims and indigenous groups is made a reality for the masses in Uttar Pradesh.

Advocacy- Agriculture Leadership Summit 2013

Since inception CARD has been organizing programmes in collaboration with partner organizations for realizing the critical agri-horti development agenda in order to generate necessary analytical and advisory outputs for influence policy development at the national level. In this regard, Agriculture Leadership Summit along with Round Tables has been the occasions for generating such analytical and advisory product covering the domains of agriculture, horticulture, animal husbandry, agri-business. With participation of more than 300, 6th Agriculture Leadership Summit organized at Hotel Taj Palace remained the most important advocacy event for the CARD in the year 2012-13. Organised on the theme of Agriculture and Environment, the Summit had RK Pachauri as the keynote speaker who called for urgent action in order to eliminate the extreme weather event. The recommendations of the 5th Agriculture Leadership Summit were published in October 2012 with detailed coverage on Agriculture Leadership Awards delivered in 20 categories.

Cumulative Record of the Programmes under CARD

SOME OF THE MAJOR PROGRAMS ORGANIZED BY Agriculture Today leading national magazine under CARD, a national organization (from first to the most recent) serving the diverse sectors of food, agriculture ,horticulture , earth science, technology ,agri-horti business ,rural development ,biotechnology and so on for realizing the national vision and catalyzing policies and programming

Successfully organised **first National Conference on Agriculture Policies** on 23rd April, 1999 in New Delhi. This was participated by two union ministers, 18 MPs, VCs, top Government officials and other intellectuals in agriculture

Organised mega event, **Agriculture Summit - 2000** on 17th March, 2000 in New Delhi. This was participated by five union ministers, 15 MPs, VCs and other intellectuals in agriculture.

Convened a **Farmers Convention**, in Sept, 2000, which was attended by union minister, Sh. Suresh Prabhu and large number of progressive farmers from six north Indian states.

Organised **AgriExpo 2001, 2002, 2005, 2006, 2007, 2008, 2009,2010,2011,2012,2013** at Lucknow. These were the largest agricultural events ever organised in Uttar Pradesh. Over 7 lac farmers participated in these events.

Organised **National farmers workshop on fertiliser subsidies** in July, 2001 in New Delhi. This was participated by Union Ministers Sh. SS Dhindsa, Sh. SB Mookherjee and by 300 farmers and farmers organisations.

Organised **National Round Table on Farmers Issues and Agriculture Policies** on 12th Dec, 02 in New Delhi. This was participated by Agriculture ministers, 12 MPs, VCs, top Government officials and other intellectuals in agriculture.

Organised **Farmers workshop at Lakhimpur** in UP on 19th May, 01, participated by over 1,000 most progressive farmers and VIPs.

Organised 45 **Civil Services Select Agriculture Graduates** felicitation program in Sept, 02 in New Delhi.

Organised **Farmers workshop at Rajapur** in Maharashtra on 23rd Dec, 01. Sh. Suresh Prabhu, Union Minister was Chief Guest.

Organised visit of **Union Minister, Sh. SS Dhindsa** to Lakhimpur in UP to inaugurate Girls High School and to Palia in Lakhimpur and organized a large gathering of **Tarai Sikh farmers meet**.

Organised **North East Agriculture and Rural Industries Show and Development Meet 2003** to project agribusiness opportunities in North East, promote investment and create employment in rural sector. This was participated by Governor of Assam, Ministers, VIPs and over 10,000 farmers from the region.

Organised **Farmers workshops and rural exhibitions in 10 districts** of Western UP from 15 Feb – 6 March, 03. Over 1.0 lac farmers from Western UP participated in these programs.

Organised first **National Summit on Rural Media** on 23rd Aug, 03 in New Delhi in partnership with Zee News and ASSOCHAM. This was participated by 3 ministers, six MPs and over two hundred media persons, officials and rural functionaries.

Organised **Farmers workshops and rural exhibitions in 51 districts** of Punjab, Haryana and Uttar Pradesh, covering 35,000 villages and over 1.0 crore farmers.

Organised **discussion on Andhra Pradesh farmers Issues and Agriculture Policies** of on 8th Aug, 03 in New Delhi. This was participated by Agriculture Ministers and top officials of AP, national experts, heads of developmental institutions, trade and agricultural councilors from major countries and CEOs of agribusiness companies.

Organised **North East Agriculture and Rural Industries Show and Development Meet 2004** to project agribusiness opportunities in North East, promote investment and create employment in rural sector. This was participated by CM - Assam, Central and State Ministers, VIPs and over 10,000 farmers.

Organised **International Conference on Organic Food, “Nature 2004”** from 14 – 17 Feb, 04 at ICAR regional HQ, Barapani, Shillong. This was inaugurated by the CM and Governor had presided over the event. About 600 delegates from India and abroad participated in the event.

Organised first **Public – Private sector partnership meet on Agriculture Extension** on 28th May, 04 on behalf of the Union Ministry of Agriculture. This had participation of all the corporate majors. The meet was presided over by the Secretary – Agriculture, Mrs. Rada Singh.

Organised **HortiExpo and International Horticulture Congress** jointly with the Horticulture Society and the Ministry of Agriculture from 6 – 9 Nov, 05 at Pusa, in New Delhi. The event was inaugurated by Dr. Balram Jakhar, Hon’ble Governor, MP.

Organised **National Banana Festival**, jointly with ISAP and Ministry of Agriculture from 4 – 6 Aug, 05 in New Delhi. The meet was inaugurated by Mr. Sharad Pawar and participated by farmers, traders and overseas buyers.

Organised **AgriTech 2010** from 15 – 18 June at Hyderabad jointly with FAPCCI and Government of AP. The event was nationally highlighted with participation of Ministers, officials and large number of farmers.

Organised **Agriculture Leadership Summit and Agriculture Leadership Awards in 2008, 2009, 2010, 2011 and 2012 ,2013 concurrently with the launch of Agriculture Year Books**. The programs were participated by over 300 persons each time with dignitaries ranging from Governors, Chief Ministers and

Central Ministers to top central and state government officials and representative of embassies, agriculture counselors and international organizations.

Organised HortiTech 2012 concurrently with 5th Indian Horticulture Congress in collaboration with Horticulture Society of India, ICAR and PAU at Punjab Agriculture University Campus on 6-9 November, 2012.

Organised Round Table Meet on Agriculture and Horticulture with the support of Government of Mizoram on December 20, 2013 at India International Center, New Delhi with Chief Minister Pu Lal Thanhawla as the Chief Guest . Participants included senior government officials, industry leaders and experts from the leading research and policy building institutes.

Organised UP Development Meet cum UP 9th AgroTech 2013 jointly with Agriculture Today, PHD Chamber of Commerce, Indian Council of Agriculture Research and IISR on 16-18 February, 2013 at IISR, Lucknow with the participation of agri majors , farm machinery organizations, government agencies etc.

Organised 1st Agri-Clinic Agribusiness Conclave and Agrilclinic and Agribusiness Awards 2013 at IISR on 31st May, 2013 in collaboration with NABARD , SBI and private agribusiness organizations.

Coorganised with IACG www.iacg.in Round Table on India Africa Partnership in Agriculture as part of South- South Initiative in collaboration with ICRISAT and ICAR in New Delhi on 24 June, 2013 resulting into the formation of first ever Platform for India Africa Partnership in Agriculture for taking forward the implementation of MOUs signed between India and African nations.

Intra-state and Inter-state Exposure Visits & Training Programme for the Farmers

In order to accelerate realization of productivity, climate resilience, efficiency goals in agriculture, horticulture, animal husbandry , Center for Agriculture and Rural Development conducting exposure visits for the farmer with the support of department of Agriculture, Animal Husbandry and Horticulture as per the provision of the national schemes.

Following list shows the Intra-state and Inter-state Tours & Training Programme under different Govt. Schemes:

S.No.	Districts Name	Visit Place	Topic	Tour Date	No of Farmers	
	2013-2014					
					Male	Female

1	Kangra (H.P)	New Delhi & Pune	Drip Irrigation and Protected Cultivation	31st March to 9th April, 2013	30	
2	Balangir (Odisha)	Nagpur (Maharashtra)	Citrus Fruits	2nd April to 6th April, 2013	27	
3	Balangir (Odisha)	Jalgaon (Maharashtra)	Drip Irrigation and Tissue Culture	5th April to 9th April, 2013	45	
4	Bilaspur(H.P)	New Delhi, Jalgaon & Karnal	Drip Irrigation and Protected Cultivation	08th April to 17th April, 2013	30	
5	Ri- Bhoi (Meghalaya)	Nagpur (Maharashtra)	Canopy Management	9th April to 11th April, 2013	25	5
6	Lohardaga (Jharkhand)	Cuttack (Odisha)	Paddy cultivation & Livestocks	21st May to 28th May, 2013	25	
7	Solan (H.P)	New Delhi & Pune	Drip Irrigation and Protected Cultivation	11th June to 21st June, 2013	30	
8	Kangra (H.P)	New Delhi & Pune	Drip Irrigation and Protected Cultivation	20th 28th July, 2013	30	
9	West Singhbhum(Jharkhand)	New Delhi	Agriculture	4th August to 8th August, 2013	25	
10	West Singhbhum(Jharkhand)	New Delhi & Karnal	Agriculture & Dairy	10th August to 14th August, 2013	25	
11	Bhavnagar (Gujarat)	Nagpur (Maharashtra)	Cotton Cultivation	10th August to 17th August, 2013	25	
12	Porbandar (Gujarat)	Nagpur (Maharashtra)	Cotton Cultivation	18th August to 26th August, 2013	36	
13	Dhenkanal 1st batch (Odisha)	Jalgaon (Maharashtra)	Drip Irrigation and Tissue Culture	04th Sep to 8th Sep, 2013	31	

14	Dhenkanal 2nd Batch (Odisha)	Jalgaon (Maharashtra)	Drip Irrigation and Tissue Culture	11th Sep to 15th Sep, 2013	31	
15	Ahmednagar (Maharashtra)	New Delhi & Jaipur	Agriculture & Organic Farming	25th October to 28th October, 2013	32	
16	Pakur (Jharkhand)	New Delhi	Agriculture	25th October to 29th October, 2013	24	1
17	West Singhbhum(Jharkhand)	Banaras	Vegetable cultivation	16th Nov to 20th Nov, 2013	25	
18	Jamtara(Jharkhand)	Bharatpur (Rajasthan)	Rapeseeds & Mustard	24th Nov to 29th Nov, 2013	25	
19	Mansa(Punjab)	Anand (Gujarat)	Dairy	15th Jan to 22nd Jan, 2014	10	
20	Bathinda (Punjab)	Anand (Gujarat)	Dairy	15th Jan to 22nd Jan, 2014	14	
21	Pakur (Jharkhand)	Nagpur (Maharashtra)	Krishi Vasant- Agriculture	8th Feb to 13th Feb, 2014	25	
22	Raigarh (C.G)	Jalgaon (Maharashtra)	Drip Irrigation and Tissue Culture	16th Feb to 21st Feb, 2014	30	
23	Pune (Maharashtra)	New Delhi, Punjab & Haryana	Wheat Cultivation	23rd Feb to 27th Feb, 2014	30	
24	Gumla (Jharkhand)	Karnal (Haryana)	Dairy	25th Feb to 2nd March, 2014	25	
25	Shimla (H.P)	New Delhi & Jalgaon	Drip Irrigation and Protected Cultivation	25th Feb to 6th March, 2014	31	
26	Una (H.P)	New Delhi & Jalgaon	Drip Irrigation and Protected Cultivation	4th March to 13th March, 2014	31	

27	Gumla (Jharkhand)	Jalgaon (Maharashtra)	IPM/NPM	21st March to 25th March, 2011	27	
28	Pakur (Jharkhand)	Cuttack (Odisha)	Paddy cultivation & Livestocks	24th March to 29th March, 2014	25	

Agri Clinic and Agri Business Training

Centre for Agriculture and Rural Development had started ACABC Training Programme in April-2008 at Indira Nagar, Lucknow. The programme has never looked back after its starting. There is no downfall. CARD has made presentations to several organization in this regard showing the total number of trained candidates, venture established and findings of the micro researches that were done during the training programme for the candidates, agribusiness option, success rates etc. Till now CARD has completed training for 11 batches and trained 335 candidates. Out of these, 128 trainees established ventures successfully in horticulture, poultry, custom hiring, floriculture, organic farming, contract farming, nursery, vermicompost, apiculture, integrated unit. Most of these trainee were linked with the banks for loans and the trainees has been able to initiate enterprise with the support of the banking institution.. Geographically trainees benefitted in the states of UP, Delhi and Rajasthan.

In the year 2013-14, CARD completed training of 32 candidates from it NOIDA centre.

AGRI-CLINICS AND AGRI-BUSINESS CENTRES CELL NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE) STATEMENT SHOWING DETAILS OF TRAINED CANDIDATES UNDER ACABC SCHEME T.O.Code: UP-CARDS-MJFNR: Period: 1/Apr/2013 and 31/Mar/2014 As on : 01/05/2015						
S.No	ID.No. & Name	Address Phone No.& Email ID	Training Organization	Date of Training Completed	Project(s) Opted	Location and Address of proposed venture
1	UP10618 Pradeep Kumar Sharma	Pakadiya Navgava Assam Chauraha Bisalpur Td., Lalorekhera and Pilibhit Pilibhit Uttar Pradesh Pin: 262001 Phone: 09152573897 Email:	UP- CARDS- MJFNR	04/10/2013	AC ABC	vill Pakadiya navgava, tq sadar, dist Pilibhit
2	UP10619 Babu Ram	Nanhera Post, Basara vill., Morna Teh., Jansath Muzaffarnagar Uttar Pradesh Pin: 251310 Phone: 09756746164 Email:	UP- CARDS- MJFNR	04/10/2013	dairy	vill nanhera, post Basera, tq Jansath, dist Muzaffarnagar

3	UP10620 Parvesh Kumar	Chandena Koli vill., Deobeand Bk., Saharanpur Uttar Pradesh Pin: 247554 Phone: 08923470200 Email:	UP- CARDS- MJFNR	04/10/2013	AC ABC	vill chandena koli, post chandena koli, tq deoband, dist Saharanpur
4	UP10622 Virendra Kumar	S/o. Gyas Chand, Kulanjan vill., Sardhana Bk., Meerut Uttar Pradesh Pin: 250221 Phone: 08126656686 Email:	UP- CARDS- MJFNR	04/10/2013	dairy	vill kulanjan, post kuljana, tq sardhana, dist meerut
5	UP10623 Jag Mohan	S/o. Sohan Lal, Syali vill., Jansath Bk., Muzaffarnagar Uttar Pradesh Pin: 251320 Phone: 09690334324 Email:	UP- CARDS- MJFNR	04/10/2013	ACABC	vill syali, post syali, tq jansath, dist Muzaffarnagar
6	UP10624 Shravan Kumar	S/o. Babu Ram, Bahadurpur vill., Jansath Bk., Muzaffarnagar Uttar Pradesh Pin: 251320 Phone: 09759006975 Email: shrvankumar@gmail.com	UP- CARDS- MJFNR	04/10/2013	dairy	vill bahadurpur, post bahadurpur, tq jansath, dist Muzaffarnagar
7	UP10625 Ved Prakash	S/o. Dharm Singh, Bilaspur vill., Kukara Bk., Sadar Teh., Muzaffarnagar Uttar Pradesh Pin: 251001 Phone: 08958253354 Email:	UP- CARDS- MJFNR	04/10/2013	dairy	vill bilaspur, tq Kukra sadar, dist Muzaffarnagar
8	UP10626 Deepak Kumar	S/o. Devi Singh, Rahakara vill., Marna, Janshat Tk., Muzaffarnagar Uttar Pradesh Pin: 251308 Phone: 08755312328 Email:	UP- CARDS- MJFNR	04/10/2013	dairy	vill Raha kara, tq morna, dist muzaffarnagar
9	UP10627 Anuj Kumar	Kulanjan vill., Sardhana Bk., Meerut Uttar Pradesh Pin: 250221 Phone: 09359844861 Email:	UP- CARDS- MJFNR	04/10/2013	dairy	vill Kuljana, tq Sardhana, dist Meerut
10	UP10628 Arjun Dhariwal	Muzaffarnagar vill., Sadar Bk., Muzaffarnagar Uttar Pradesh Pin: 251001 Phone: 09758558354 Email:	UP- CARDS- MJFNR	04/10/2013	ACABC	Basant vihar, sakat colony, Muzaffarnagar
11	UP10629 Vishavjeet Kumar	Kaul Mawana vill., & Post Meerut Uttar Pradesh Pin: 250401 Phone: 09756787960	UP- CARDS- MJFNR	04/10/2013	dairy	vill Kaul, tq Mawana, dist Meerut

		Email:				
12	UP10630 Naveen Prakash Saraswat	Sudama Ka Das vill., Iglas Bk., Aligarh Uttar Pradesh Pin: 202124 Phone: 09027926893 Email: nraraswat29@gmail.com	UP- CARDS- MJFNR	04/10/2013	nursery	vill Sudama ka bas, tq Iglas, dist Aligarh
13	UP10631 Bijendra Kumar Sharma	S/o. Ram Kumar Sharma, Bhandora vill., Shamli Tk., Prabuddh Nagar Uttar Pradesh Pin: 251305 Phone: 08859884707 Email:	UP- CARDS- MJFNR	04/10/2013	bio fertilizer	vill Bhandora, tq Shamli
14	UP10632 Pravesh Kumar	S/o. Sumer Singh, Basant Vihar Sarwat vill., Muzaffarnagar Bk., Muzaffarnagar Uttar Pradesh Pin: 251001 Phone: 09719365949 Email:	UP- CARDS- MJFNR	04/10/2013	vermicompost	Basant vihar sarwat, Muzaffarnagar
15	UP10633 Amit Kumar Sharma	Bhandora vill., Thanabhavan / Shamli Bk., Prabuddh Nagar Uttar Pradesh Pin: 251305 Phone: 09536064600 Email:	UP- CARDS- MJFNR	04/10/2013	ACABC	vill bhandora, tq thana bhavan, dist shamli
16	UP10634 Jai Kumar	Banjariya Shukla vill., Salempur Tk., Deoria Uttar Pradesh Pin: 274501 Phone: 08057699227 Email: jaik59227@gmail.com	UP- CARDS- MJFNR	04/10/2013	soil testing lab	vill Banjaria shulk, tq Salempur, dist Devaria
17	UP10635 Sachin Tomar	Ibrahimpur Mazra vill., & Post, Baraut Tk., Bagpat Uttar Pradesh Pin: 250623 Phone: 09627667758 Email:	UP- CARDS- MJFNR	04/10/2013	ACABC	vill Ibrahimpur mazra, tq Baruat, dist Baghpat
18	UP10636 Himanshu Kumar	Morma vill., Noorpur Chandpur Bk., Bijnor Uttar Pradesh Pin: 246761 Phone: 09927321580 Email:	UP- CARDS- MJFNR	04/10/2013	dairy	vill Morna, tq noorpur, dist bijnore
19	UP10637 Yashveer Singh	Budhanagla vill, Punchayat & Bk., Dhampur Teh., Bijnor Uttar Pradesh Pin: 246745 Phone: 09761990876 Email:	UP- CARDS- MJFNR	04/10/2013	ACABC	vill Budhanagla, tq Budhanpur, dist Bijnor
20	UP10638 Manoj Kumar	S/o. Harandra Singh, Sadpur vill., Khatuli, Jansath Teh., Muzaffarnagar Uttar Pradesh Pin: 251314 Phone: 09720647883 Email:	UP- CARDS- MJFNR	04/10/2013	poultry	vill Sadpur, tq khatuli, dist Muzaffarnagar

21	UP10639 Amit Kumar	Sonta vill., Khatuli Bk., Muzaffarnagar Uttar Pradesh Pin: 251203 Phone: 09411928188 Email:	UP- CARDS- MJFNR	04/10/2013	nursery	vill Sonta, post Sonta, tq khatuli, dist Muzaffarnagar
22	UP10640 Vikas Choudhary	S/o. Harbeer Singh, Sonta vill., Khatuli Teh., Muzaffarnagar Uttar Pradesh Pin: 251203 Phone: 09720314070 Email:	UP- CARDS- MJFNR	04/10/2013	ACABC	Vill Sonta, tq khatuli, dist Muzaffarnagar
23	UP10641 Mayank Shukla	Jharia vill., Kothawan, Sandila Teh., Hardoi Uttar Pradesh Pin: 241304 Phone: 08115064515 Email: shuklamayank349@gmail.com	UP- CARDS- MJFNR	04/10/2013	ACABC	vill jhara, tq Kothwan, dist hardoi
24	UP10642 Aditya Kumar Chaudhary	S/o. Jai Jai Ram, Sandi vill., Sandi Bilgram Teh., Hardoi Uttar Pradesh Pin: 241403 Phone: 09415943618 Email: aditya94chaudhary@gmail.com	UP- CARDS- MJFNR	04/10/2013	ACABC and Bio fertilizer	vill Sandi, tq Bilgram, dist hardoi
25	UP10643 Navneet Kumar	S/o. Satish Kumar, Dashrathpur vill., Sakoti (Tanda) Post, Sardhana Teh., Meerut Uttar Pradesh Pin: 250223 Phone: 09411464695 Email: navneetkumar110390@gmail.com	UP- CARDS- MJFNR	04/10/2013	dairy	vill Dasrathpur, post Sakoti tanda, tq sardhana, dist Meerut
26	UP10644 Shiva Shukla	S/o. Chhavinath Shukla, Babardipur vill., Pisawah Bk., Sitapur Uttar Pradesh Pin: 261151 Phone: 09559405768 Email: shivashukla.idea@gmail.com	UP- CARDS- MJFNR	04/10/2013	ACABC	vill Baburdipur, post Baburdipur, tq pisawan, dist Silapur
27	UP10646 Tarul Kumar	S/o. Sohan Vir Singh, Mukandpur vill., & Post Muzaffarnagar Uttar Pradesh Pin: 251306 Phone: 08193080390 Email:	UP- CARDS- MJFNR	04/10/2013	ACABC	vill mukandpur, post Mukandpur, tq Baghra, dist Muzaffarnagar
28	UP10647 Sandeep Kumar Jain	S/o. Rajendra Jain, Hurmanzpur vill., Budhana Bk., & Tk., Muzaffarnagar Uttar Pradesh Pin: 247775 Phone: 09917384415 Email:	UP- CARDS- MJFNR	04/10/2013	dairy	vill Rahkera, post Rahkera, tq morna, dist Muzaffarnagar
29	UP10648 Bittu Kumar	S/o. Harpal Singh, Hurmanzpur vill., Budhana Bk., & Teh., Muzaffarnagar Uttar Pradesh	UP- CARDS-	04/10/2013	nursery	vill hurmanjpur, tq budhana, dist

		Pin: 247775 Phone: 07351398791 Email: bittu1880@gmail.com	MJFNR			muzaffarnagar
30	UP10649 Raj Kumar Chaudhary	H. No. 1412, Salha Kheri vill., Alipurkheri Post, Bagra Teh., Muzaffarnagar Uttar Pradesh Pin: Phone: 09634903043 Email:	UP- CARDS- MJFNR	04/10/2013	dairy	vill Salha kheri, post Alipur kheri, tq Muzaffarnagar
31	UP10650 Ankit Kumar	S/o. Dinesh Kumar, Khari Sarai vill., Miranpur Post, Jansath Bk., Muzaffarnagar Uttar Pradesh Pin: 251315 Phone: 07895303515 Email:	UP- CARDS- MJFNR	04/10/2013	poultry	vill Khari sarai, tq jansath, dist Muzaffarnagar
32	UP10651 Satyapal Singh	Ladawa vill., Baghra Post, & Teh., Muzaffarnagar Uttar Pradesh Pin: 251306 Phone: 09639768092 Email:	UP- CARDS- MJFNR	04/10/2013	poultry and fisheries	vill Ladawa, tq Baghra, dist Muzaffarnagar
33	UP10652 Sandeep Kumar	S/o. Surendra Pal Singh, Rahkara vill., Morna / Hansath Teh., Muzaffarnagar Uttar Pradesh Pin: 251308 Phone: 08899804937 Email:	UP- CARDS- MJFNR	04/10/2013	goatry	vill Humanjpur, tq Budhana, dist Muzaffarnagar
34	UP10968 Manoj Kumar	Kazmabad Goon vill., Jani Khurd Bk., Meerut Tk., Meerut Uttar Pradesh Pin: 250205 Phone: 08445530562 Email: manojkumar.1938@rediffmail.com	UP- CARDS- MJFNR	05/12/2013	medicinal plant farming	vill Kazmabad goon, block jani khurd, dist meerut
35	UP10969 Ravi Das	Gejha vill., Jahi Khurd Bk., Meerut Teh., Meerut Uttar Pradesh Pin: 250205 Phone: 08445164353 Email: raviclash.10@rediffmail.com	UP- CARDS- MJFNR	05/12/2013	poultry farming	vill gejha, post mohiuddinpur, block jani khurd, dist meerut
36	UP10970 Prashant Choudhary	Shernagar vill., & Post, Sader Teh., Muzaffarnagar Uttar Pradesh Pin: 251001 Phone: 08126405100 Email: prashantchoudhary7640@gmail.com	UP- CARDS- MJFNR	05/12/2013	land scaping	vill shernagar, block sader, dist muzaffarnagar
37	UP10971 Rajneesh Kumar	Luhare Khurd vill., & Post, Charthawal / Sadar Teh., Muzaffarnagar Uttar Pradesh Pin: 251311 Phone: 09557508658 Email:	UP- CARDS- MJFNR	05/12/2013	ACABC	vill luhari khurd, block sadar, tq charthawal, dist muzaffarnagar

38	UP10972 Deepak Kumar	Nainpur vill., Nagina Post, Bijnor Teh., Bijnor Uttar Pradesh Pin: 246762 Phone: 08859974353 Email:	UP- CARDS- MJFNR	05/12/2013	dairy	vill nenpura, nagina, tq nagina, dist Bijnor
39	UP10973 Mohd. Hasan	Narullapur Hafeez vill., Kaziwala Post, Bijnor Teh., Bijnor Uttar Pradesh Pin: 246701 Phone: 09917271538 09411844938 Email:	UP- CARDS- MJFNR	05/12/2013	ACABC	vill narullapur hafeez, post kaziwala, block mohammadpur devmal, dist Bijnor
40	UP10974 Rahul	Rehbada vill., Behda Post, Morna Teh., Muzaffarnagar Uttar Pradesh Pin: 251308 Phone: 09719921460 Email:	UP- CARDS- MJFNR	05/12/2013	goat farming	vill rahkda, block morna, tq jansath, dist muzaffarnagar
41	UP10975 Saurabh Kumar	Rekhara Bherathrue vill., Morha Janshat Teh., Muzaffarnagar Uttar Pradesh Pin: 251308 Phone: 09675647563 Email: saurabhdeshwal1993@gmail.com	UP- CARDS- MJFNR	05/12/2013	dairy	vill rekhara, block morna, tq jansath, dist muzaffarnagar
42	UP10976 Sonu Kumar	S/o. Sh. Raj Kumar, Aurangabad urf Gandavera vill., Thanabhawan / Shamli Teh., Prabuddh Nagar Uttar Pradesh Pin: 247772 Phone: 08937842617 Email: sonu13860@gmail.com	UP- CARDS- MJFNR	05/12/2013	poultry farming	vill aurangabad urf gandavera, tq thanabhawan, dist shamli
43	UP10977 Amar Nath	S/o. Raghuvir Singh, Orangabad urf Gandavara vill., Thanabhawan Shamli Prabuddh Nagar Uttar Pradesh Pin: 247772 Phone: 08126776628 Email:	UP- CARDS- MJFNR	05/12/2013	poultry farming	vill Orangabad urf gandavara, block thanabhawan, dist shamli
44	UP10978 Shobhit Sharma	S/o. Vinod Sharma, Rekhara Behratru vill., Morna Jansat Teh., Muzaffarnagar Uttar Pradesh Pin: 251308 Phone: 08307109755 Email:	UP- CARDS- MJFNR	05/12/2013	dairy	vill rekhara, tq jansath, dist muzaffarnagar
45	UP10979 Bachan Singh	S/o. Lal Singh, Kharanja Ahmedpur vill., Chandanacoli Post, Deoband Teh., Shahjahanpur Uttar Pradesh Pin: 247554 Phone: 08006590330 09917550034 Email:	UP- CARDS- MJFNR	05/12/2013	vermicompost unit	vill ahmedpur, post chandana coli, tq deoband, dist saharanpur
46	UP10980 Navbahar	S/o. Ompal Singh, Syali vill., Jansath Teh., Muzaffarnagar Uttar Pradesh Pin: 251320	UP- CARDS-	05/12/2013	nursery	vill syali , tq jansath, dist muzaffarnagar

	Singh	Phone: 09927567758 Email:	MJFNR			
47	UP10981 Amit Kumar Baliyan	Tulnedi vill., Jansath Teh., Muzaffarnagar Uttar Pradesh Pin: 251314 Phone: 09761755657 Email:	UP- CARDS- MJFNR	05/12/2013	ACABC	vill tulnedi, tq jansath, dist muzaffarnagar
48	UP10982 Ashish Kumar Pandey	S/o. Om Prakash Pandey, Gauhani vill., Tarabganj Teh., Gonda Uttar Pradesh Pin: 271403 Phone: 08449426985 09557461825 Email: erashish8934@gmail.com	UP- CARDS- MJFNR	05/12/2013	custom hiring	vill gauhani, tq tarabganj, dist gonda
49	UP10983 Gaurav Bajaj	S/o. Vijay Bajaj, H. No. 46, Tanki Colony, Shamli vill., & Teh., Prabuddh Nagar Uttar Pradesh Pin: 247776 Phone: 09720765031 Email: gauravbajaj888@gmail.com	UP- CARDS- MJFNR	05/12/2013	ACABC	h.no 46, tanki colony, dist shamli
50	UP10984 Arvind Kumar Rathore	S/o. Genden Lal Rathore, Ujhani vill., Badaun Teh., Budaun Uttar Pradesh Pin: 243639 Phone: 08057702782 09412501680 Email: arvindkrvision@gmail.com	UP- CARDS- MJFNR	05/12/2013	ACABC	vill ujhani, dist badaun
51	UP10985 Jitendra Kumar	S/o. Jagdish, Sharifabad Rajpur vill., Loni Teh., Ghaziabad Uttar Pradesh Pin: 201003 Phone: 09457979436 Email:	UP- CARDS- MJFNR	05/12/2013	medicinal plant farming	vill sharifabad rajpur, block loni, dist ghaziabad
52	UP10986 Vinod Kumar	S/o. Sukhpal Singh, Khanpur vill., Butrara Post, Shamli Bk., & Teh., Prabuddh Nagar Uttar Pradesh Pin: 251305 Phone: 09997507094 Email:	UP- CARDS- MJFNR	05/12/2013	ACABC	vill khanpur , post butrara, dist shamlo
53	UP10987 Rupin Kumar	Ibharimpur Mazra vill., Caphorli Teh., Bagpat Uttar Pradesh Pin: 250623 Phone: 07409717178 Email:	UP- CARDS- MJFNR	05/12/2013	dairy	vill Ibharimpur mazra, block caphorli, dist Baghpat
54	UP10988 Upendra Kumar	S/o. Karshan Pal, Fatehpur vill., Kandhla Teh., Prabuddh Nagar Uttar Pradesh Pin: 247775 Phone: 09758838660 Email:	UP- CARDS- MJFNR	05/12/2013	fisheries	vill father, block kandhla, dist shamli
55	UP10989 Sudhir Kumar	S/o. Budh Singh, Silana vill., & Post, Chhaprouli Baraut Teh., Bagpat Uttar Pradesh Pin: 250617	UP- CARDS- MJFNR	05/12/2013	vermicompost unit	vill silana, block chhaprouli, tq baraut, dist

		Phone: 09639601929 Email: sudhirkumar231991@gmail.com				baghpat
56	UP10990 Mohd. Vaseem	S/o. Anis Ahmad, Jhalra vill., Bijnor Teh., Bijnor Uttar Pradesh Pin: 246701 Phone: 08979460072 Email: mohdvaseemk@gmail.com	UP- CARDS- MJFNR	05/12/2013	dairy	vill jhalra, post nasiri, dist bijnor
57	UP10991 Rahul Kumar	S/o. Dinesh Kumar, Khedi Sarai vill., Jansat Teh., Muzaffarnagar Uttar Pradesh Pin: 251315 Phone: 08755139138 Email:	UP- CARDS- MJFNR	05/12/2013	ACABC	vill kheri saray, tq jansath, dist muzaffarnagar
58	UP10992 Harendra Kumar	S/o. Sh. Ranveer Singh, Behra Sadat vill., Marna Jansat Teh., Muzaffarnagar Uttar Pradesh Pin: 251316 Phone: 09719061031 Email: harendra14686@gmail.com	UP- CARDS- MJFNR	05/12/2013	goat farming	vill behra sadat, tq jansath, dist muzaffarnagar
59	UP10993 Vinay Kumar Malik	S/o. Surendra Singh, Kudana vill., Shamli Teh., Prabuddh Nagar Uttar Pradesh Pin: 247776 Phone: 08410019521 Email: vinaymalik10@gmail.com	UP- CARDS- MJFNR	05/12/2013	goat farming	vill kudana, dist shamli
60	UP10994 Gourav Kumar	S/o. Braham Pal, Bhajju vill., Shamli Teh., Prabuddh Nagar Uttar Pradesh Pin: 251319 Phone: 07669525453 Email: gauravbaliyan89@gmail.com	UP- CARDS- MJFNR	05/12/2013	goat farming	vill bhiju, block shamli, dist shamli
61	UP10995 Ravit Kumar	S/o. Jai Kumar, Chhvr vill., Sardhana Teh., Meerut Uttar Pradesh Pin: 250342 Phone: 08533944797 Email: ravitkumar@gmail.com	UP- CARDS- MJFNR	05/12/2013	goat farming	vill chhvar, tq sardhana, dist meerut
62	UP10996 Neeraj Singh	S/o. Sh. Rajkumar Singh, Rajpur Chajpur vill., & Post, Budhana Teh., Muzaffarnagar Uttar Pradesh Pin: 247775 Phone: 08006175947 Email:	UP- CARDS- MJFNR	05/12/2013	ACABC	vill rajpur chajpur, tq budhana, dist muzaffarnagar
63	UP10997 Sahdev Kumar	S/o. Satyapal Singh, Kehdi vill., Morna Jansat Teh., Muzaffarnagar Uttar Pradesh Pin: 251315 Phone: 09690023433 Email:	UP- CARDS- MJFNR	05/12/2013	ACABC	vill kaidi, tq jansath, dist muzaffarnagar
64	UP10998 Tarun Kumar	S/o. Sh. Surendra Tyagi, Bhera Assa vill., Jansath Teh., Muzaffarnagar Uttar Pradesh Pin: 251314 Phone: 09756657237	UP- CARDS- MJFNR	05/12/2013	dairy	vill bhera assa, tq jansath, dist muzaffarnagar

		Email:				
65	UP10999 Prince Pandey	S/o. Ram Nath Pandey, Gouhani Durjan Pur Ghat vill., & Post, Tarliganj Teh., Gonda Uttar Pradesh Pin: 271403 Phone: 09058602351 Email: prince11pandey@gmail.com	UP-CARDS-MJFNR	05/12/2013	cuatom hiring	vill gouhani durjunpur ghat, block tarliganj, dist gonda
66	UP11000 Avnish Rathor	S/o. Tejpal Singh, Ujhani vill., & Post Budaun Uttar Pradesh Pin: 243639 Phone: 09456252921 08449005127 Email: rathoravnish@gmail.com	UP-CARDS-MJFNR	05/12/2013	ACABC	Vill ujhani, block Ujhani, dist budaun
67	UP11001 Ravikant	S/o. Pirthi Singh, Rataur and Kawal vill., Jansath Teh., Muzaffarnagar Uttar Pradesh Pin: 251314 Phone: 08650293745 Email: kantr676@gmail.com	UP-CARDS-MJFNR	05/12/2013	organic farming	vill rataur and kawal, tqjansath, dist muzaffarnagar
68	UP11002 Ankit Gaur	S/o. Om Prakash Sahrma, Muzaffarnagar vill., Sadar Teh., Muzaffarnagar Uttar Pradesh Pin: 251001 Phone: 09458532473 Email: sharmaankit@gmail.com	UP-CARDS-MJFNR	05/12/2013	organic farming	vill agarsain vihar, block sadar, dist muzaffarnagar
Blank columns indicate non availability of data.						

1. Technical & Strategic Collaboration

CARD has collaboration with many nationally known and reputed organizations which have diversified nature of technical expertise. Through these organizations, CARD has benefitted over 3 lakh farmers through knowledge transfer activities i.e. trainings & exposure visits. The organizations include ICAR, ICRISAT, IVRI, IARI, TNAU, NDRI, Synergy Technofin, Agri-net solutions, Concept Agrotech Consultants Limited, etc. The brief profile of the organizations is given below:

#	Name of Organization	Profile
1	<u>ICAR</u>	The Indian Council of Agricultural Research (ICAR) is the apex body for coordinating, guiding and managing research and education in agriculture including horticulture, fisheries and animal sciences in the entire country.
2	<u>ICRISAT</u>	The International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) is a non-profit, non-political organization that conducts agricultural research for development in Asia and sub-Saharan Africa with a wide array of partners throughout the world. ICRISAT conducts research protecting the environment.
3	<u>Concept</u>	Concept Agrotech Consultants Ltd was launched as a private limited company

	<u>Agrotech Consultants Ltd, New Delhi (CACL)</u>	<i>in 1994 and is sister concern of CARD, providing management & business consulting services in agri sector. In a brief span of fourteen years, the company has gained confidence of many blue-chip companies for its competence in market research, information management, business consulting and HR services. CACL have built an in-depth and strong understanding of the agribusiness market through close interaction with the professionals in the industry.</i>
4	<u>Institute of Agribusiness Management</u>	<i>Institute of Agribusiness Management (IABM), a sister concern of CARD, located in NOIDA since 2007 and affiliated to Integral University, Lucknow, where it organize government and industry specific training programs on agriculture, entrepreneurship, and agribusiness.</i>
5	<u>Synergy Technofin Pvt. Ltd.</u>	<i>Synergy Technofin provides extensive support on Business Advisory, Facilitation and Market Research. It has expertise in Opportunity Assessment, Techno-Economic Feasibility, Project Reports, Business Plan and Risk Assessment, Market Entry Strategy, Innovation, Regulatory Approvals, Technology Identification, Evaluation and Selection, Collaboration Assistance, Project Management Services on Turnkey Basis, Development of SOPs at par with International Standards, Monitoring and Evaluation Study, Impact Assessment Studies, Agri Input and Crop Assessment Survey, Product Specific Market Research, Consumer Survey, Industrial Survey, Rural and Social Surveys for all categories. Synergy Technofin in its three years of existence has worked extensively in agribusiness and allied sector throughout the country.</i>
6	<u>IARI</u>	<i>The Indian Agricultural Research Institute (IARI), popularly known as Pusa Institute, was established to conduct basic and strategic research with a view to understanding the processes & undertake need based research, that lead to sustained agricultural productivity in harmony with environment. It serves as a centre for academic excellence in the area of post-graduate and human resources development in agricultural sciences. It provides national leadership in agricultural research, extension and technology assessment and transfer by developing new concepts and approaches and serving as a national referral point for quality and standards.</i>
7	<u>MS Swaminathan Research Foundation (MSSRF)</u>	<i>“MS Swaminathan Research Foundation (MSSRF),” a non-profit organization and was established in 1988 having an aim “to enlist Science and Technology as Allies in the Movement for Sustainable Development”. MSSRF has all along been developing and following a pro-nature, pro-poor, pro-women and pro-sustainable on-farm and non-farm livelihoods through appropriate ecotechnology and knowledge empowerment. It carries out research and development in the following six major thematic areas- Coastal System Research, Biodiversity, Biotechnology, Ecotechnology, Food Security, Information, Education and Communication.</i>
8	<u>NIFTEM</u>	<i>National Institute of Food Technology Entrepreneurship and Management (NIFTEM) is a Deemed-to-be university under De-novo category and Autonomous Institution under the Ministry of Food Processing Industries, Government of India. It has been setup by the Ministry as a Rs. 500 Crore (US \$125 million) project in a sprawling campus of 100 acres located near Delhi NCR at Kundli, Sonapat Haryana as an apex world class institute of global standards in Food Technology Entrepreneurship and Management. The Institute will cater to the needs of various stakeholders, entrepreneurs, industry, exporters, policy makers, the government and the existing institutions.</i>
9	<u>NHB</u>	<i>National Horticulture Board (NHB) Aims at Development of hi-tech commercial horticulture in identified belts, Development of modern post-harvest management infrastructure as integral part of area expansion projects or as common facility</i>

		<i>for cluster of projects, Development of integrated, energy efficient cold chain infrastructure for fresh horticulture produce, Popularization of identified new technologies / tools / techniques for commercialization / adoption, after carrying out technology need assessment, Promotion and market development of fresh horticulture produce and many more.</i>
10	<u>NDRI</u>	<i>The National Dairy Research Institute as country's premier Dairy Research institution has developed considerable expertise over the last five decades in different areas of Dairy Production, Processing, Management and Human Resource Development. Information generated at the Institute and the services offered have contributed to the growth of Dairy Industry as a whole and well-being of millions of milk producers and consumers of milk and milk products.</i>
11	<u>AGRI-net</u>	<i>It was originated in the year 2000, by United Phosphorous Ltd. (UPL), the largest multinational plant protection & industrial chemicals manufacturing company in India, with a vision to use information technology in the areas of natural resource management particularly in sustainable agriculture development. The organization adheres to good Corporate Governance practices with emphasis on business ethics and values and with a focus on complete transparency of financial reporting. The company is backed by an eminent team of promoters and is professionally managed by a board of Directors. The Company since beginning has been using spatial technology including remote sensing, GPS and GIS for natural resources studies. It has a very good team of young scientists and senior domain experts in the area of Remote Sensing and GIS Application for Water Resource Management, Agriculture, Soils, Land Use Planning, Forestry Resources and Surveyors etc.</i>
12	<u>IIVR</u>	<i>The Indian Institute of Vegetable Research (IIVR), Varanasi is a constituent body of Indian Council of Agricultural Research (ICAR). This is a major Institute devoted to research on vegetables and is situated in the greater periphery of the Holy city - Varanasi.</i>

**Please see the Annexure for details of type of collaboration & Projects done.*

Coverage

*CARD has impacted **over three lakh framers** by a series of successfully carried out awareness campaigns at District and Tehseel levels and through a series of activities to empower farmers on latest technology, quality products and services by organizing several Capacity Building sessions, workshops, rural exhibitions and interaction programmes.*

Till now CARD has covered 74 districts in various states like U.P., M.P., H.P, Haryana, Punjab, Maharashtra Andhra Pradesh and North east region.

Publications

*CARD brings out a highly reputed monthly National Agriculture Magazine, **Agriculture Today** www.agriculturetoday.in for the last 17 years with a circulation of more than 30000 copies.*

Sister Concerns



Concept Agrotech Consultants Limited has played the pioneering role in Indian agriculture by conceptualizing and leading knowledge led developments in food and agriculture sector since 1994. CACL focuses on business research, project consulting and business restructuring services to assists clients in formulating the business strategies in alignment with the changing business environment. **www.cacl.in**







Farm Solutions is a unit of Concept Agrotech Consultants Limited, which is a total farm solutions providing company, offering the services of scientific farming through professional management. Farm Solutions provides broad range of farming solutions services with an objective to maximize profits through innovations, integration, market linkages and scientific management. **www.cacl.in**



Agrijobs.in is an exclusive Indian job portal for agriculture sector, which provides career opportunities to the job seekers by connecting them with job providers, and thus bridges the gap between the agri-professionals and the corporate, besides offering career guidance and employability skills to the graduates in agriculture, agribusiness and allied sciences through campus workshops and agrijob fairs. **www.agrijobs.in**



Centre for Agriculture and Rural Development is playing a vibrant role in the national efforts of developing India through agriculture led transformation. CARD is committed to reaching all parts of the rural society and actively participates towards improving the quality of life of rural masses by addressing technical, economic, policy and environmental issues related to the development of rural sector. **www.card.org.in**

	<p>Agriculture Today is India's premier monthly magazine, which provides the updates of news and analysis on topical issues of national and international importance in agriculture and agribusiness. The magazine not only provides information and creates awareness but also organizes discussions among various stake-holders on different topics to evolve consensus on major issues, facing agriculture sector. www.agriculturetoday.in</p>
	<p>The Institute of Agribusiness Management has been developed with the noble objective to architect agribusiness professionals through education, training and nurturing agribusiness concepts to fulfill the ever growing demand of qualified human resource in agriculture for the national and global businesses and to drive the growth of food and agriculture sector. www.iabm.in</p>
	<p>Food and Agriculture Council, as the apex level think tank, advocacy group and development body in India, promotes cooperation and understanding on issues in food and agriculture and monitors the developments in the global agriculture and analyses their impact on one hand and influences policy decisions, reforms progress and direction to agriculture on the other hand. www.fac.org.in</p>
	<p>Agri-clinic and Agribusiness Centre (ACAB) Project has been launched by CARD in the largest State of India, Uttar Pradesh to promote entrepreneurship in farm sector. The role of BHAGIDARI Centres is to ensure delivery of appropriate technologies, advisory inputs and services to the farmers by linking them with banks, technology and development institutions, agri-industry, training and extension agencies. www.bhagidari.net</p>

1. Infrastructure & Training Facilities

CARD is running **Institute of Agribusiness Management (IABM)**, located in NOIDA since 2007 and affiliated to Integral University, Lucknow, where we organize government and industry specific training programs on agriculture, entrepreneurship, and agribusiness. In addition to the 28 students enrolled in the previous year 14 students enrolled for the MBA programmes in the current year. Main features of the institute are as under-

- ✓ Located in prime location of Noida, well connected by road and metro
- ✓ Air conditioned classrooms with LCD & Wi -fi facility
- ✓ Seminar hall with seating capacity of 200 persons
- ✓ Availability of CCTV facility in classroom for online monitoring
- ✓ Boarding and lodging facilities
- ✓ ISO 9001:2000 quality certified institute
- ✓ Renowned guest and visiting faculties

We are currently organizing under mentioned programs at IABM

- a) Post graduate Program in Agribusiness Management
- b) Agri and Rural Entrepreneurship Development Program
- c) Training under Agri-clinic and Agribusiness Program (a project of MANAGE)
- d) Training programs in agriculture, horticulture, agribusiness and rural sector

Infrastructure

IABM, NOIDA has a high-quality infrastructure including the following:

- a) Class- rooms-** IABM has 5 spacious and air- conditioned class rooms, which are well equipped with state of art audio- video aids, which make the teaching as well as learning effective.
- b) Library-** Library is fully equipped with national and international books, journals, and magazines related to management and agribusiness. There is strong focus on digital way of learning and the library has strong collection of CDs and on-line access. Also, the institute assists the students to obtain membership of local and national libraries.
- c) Internet Cafeteria-** Internet facility to access high speed data. At IABM, computers have been installed with internet facility to access high speed data. Various agribusiness sites have been subscribed to enable students to access primary data and information on market and rural business.
- d) Seminar Room-** Seminar room for a combined sitting with a capacity of 200 students for interaction with top brasses from corporate and government sector from field of management and agriculture.
- e) Accommodation and hostel facility-** IABM provides food and accommodation facilities to all the students / candidates coming for training on sharing basis.

Core Executive Team- Profile

1. MJ Khan, Director

He is Doctorate in agriculture and MBA in agribusiness with 18 years experience in agri consulting, marketing and rural development. He is founder of CARD and Concept Agrotech Consultants Ltd. He is very dynamic personality. He has started many interventions to contribute to the marginalized communities. He also holds chief editor position in one of the most appreciated pioneer magazine "Agriculture Today".

The Team

CARD team is comprised of highly qualified and experienced persons from agriculture, horticulture, development sector, media and marketing, who have strong background in planning, designing and implementation of development initiatives.

CARD has functional team of 16 members which consist of MBA professionals from reputed institutes e.g. Symbiosis and NIAM, Agriculture Engineering graduates and B.SC Agriculture, Agri Allied Sciences & B. Com, etc. The team also consists of experts from Agri and Life Sciences who has done Ph. D from reputed Institutes. CARD has a network of 128 Agri-entrepreneurs in UP who are centre in- charge.

Table 1 Team Profile

#	Name	Designation	Qualification	Experience	Expertise
1	Dr. M.Mukhtar Alam	Executive Director	Ph. D from Delhi University in Cognitive Social Sciences	20 Yrs	Agriculture ext., education, social development, livelihoods, climate change and rural services. SHGs formation & strengthening
2	Dr. C.S. Sundareshan	Director IABM	Ph. D Economics, MA Economics	25 Yrs	Development economics, agri trade & WTO, Agri business & value chain, globalization and inclusiveness, International markets
3	Mr. Sant Ram Kashyap	Project Manager	M. Sc. Agri	6 Yrs	Project mgmt & Implementation, Rural Outreach, MIS, Capacity Building, SHGs formation & strengthening
4	Mr. Shobhit Shrivastava	Manager HR	MBA HR	6 Yrs	Partnership development, fund raising, HR Mgmt tools, performance appraisal
5	Mr. Sunil Sihag	Sr. Consultant	PGDBA ICFAI, B.Sc. Ag. RAU	10 Yrs	Market research, Institutional Building, Project planning and implementation, Business Plans,
6	Mr. Alok Kumar Srivastava	Sr. Consultant	Master in tropical plantation from TU Dresden Germany PG Dip in Plantation Technology FRI, Dehradun	17 Yrs	Agriculture, Food Processing, Agriculture Market Infrastructure, Agriculture Inputs, Medicinal and Aromatic Plants, Bio-Fuels, ICT in Agriculture and Rural Development across functional areas as Project Management, Techno Economic Feasibility Study, Business Plans, Detailed Project, Report Preparation, Monitoring and Evaluation, Market Research and Large Scale Surveys
7	Mr. Tushar Sharma	Regional Director, CARD Lucknow	MBA Agri	7 Yrs	Operation management, Strategic Planning, Outreach, partnership development, fund raising, SHGs formation & strengthening
8	Mr. Chintan Meghwanshi	Head, Research & Projects	BE Agri Engg., MBA Agri Business Mgmt	5 Yrs	Project Planning, Implementation, Institutionalization, Capacity building, Producer company,

			<i>Symbiosis Pune</i>		<i>Business plans, Studies, SHGs formation & strengthening</i>
9	<i>Ms. Meenakshi</i>	<i>Manager Reseach & Studies</i>	<i>B.Sc. Agri, MBA- ABM Niyam Jaipur</i>	<i>2 Yrs</i>	<i>Market research, Studies, Proposal development, Capacity building</i>
10	<i>Mr. Asif</i>	<i>Fin & Accounts</i>	<i>B.Com, MBA</i>	<i>6 Yrs</i>	<i>Accounts and Finance Mgmt</i>
11	<i>Ms. Tabbasum Parveen</i>	<i>Project Manager</i>	<i>M.Sc. Biotech., CCS University</i>	<i>5 Yrs</i>	<i>Capacity Building, trainings, exposures visits, SHG formation and group formation & strengthening, innovations, climate resilient agricultural practices</i>
12	<i>Mr. Shakeel Khan</i>	<i>Project Manager & Nodel officer</i>	<i>B.Sc. Agri, MBA</i>	<i>7 Yrs</i>	<i>Capacity Building, trainings, exposures visits, innovations, entrepreneurship, ventures, implementation, SHGs formation & strengthening</i>
13	<i>Mr. Jaideep Teotia</i>	<i>Project Manager</i>	<i>B.Sc Agri, MBA Agri business CFA Kanpur,</i>	<i>1 Yrs</i>	<i>Capacity Building, trainings, exposures visits, innovations, implementation, SHGs formation & strengthening</i>
14	<i>Ms.Simmi Bechani</i>	<i>HR Manager</i>	<i>MBA HR IME Ghaziabad, B.com</i>	<i>3</i>	<i>People management, Communication and knowledge management, Induction, HR</i>

Management Board of CARD

Dr. MS Swaminathan , World Renowned Scientist	Chairman
Mr. YC Nanda , Chairman – Agri Finance Corp.	Member
Dr. VL Chopra , Ex. Member – Planning Commission	Member
Dr. K L Chadha , Scientist of International Repute	Member
Prof. R B Singh , Ex.Member, National Com. on Farmers	Member
Dr. PL Gautam , Chairman – National Biodiversity Board	Member
Dr. Panjab Singh , ex.Vice Chancellor, BHU	Member
Mr. JNL Shrivastava , former Agriculture Secretary, GOI	Member
Dr. KS Aulakh , ex. Vice Chancellor, PAU, Ludhiana	Member
Mr. Jai Shroff , MD, United Phosphorus Limited	Member

Mr. Salil Singhal , MD, PI Industries Ltd.	Member
Ms. Purvi Mehta , Director, Science Ashram	Member
Mr. Vijay Sardana , Director – CITA	Member
Mr. AP Verma , former Chief Secretary, UP	Member
Mr. Kapil Mehan , Chief Operating Officer, Tata Chem Ltd.	Member

GOVERNING BODY:

The Names, Address, Occupation and the Designations of the present members of the Governing Body of **CENTRE FOR AGRICULTURE AND RURAL DEVELOPMENT**, to whom the management of society is entrusted, as required under section 2, of the “**SOCIETIES REGISTRATION ACT, of 1860**” as applicable to the National Capital Territory of Delhi, are as under :

S. No.	Name And Address	Occupation	Designation
1.	Ms.Shama Khan H-96, Lajpat Nagar-I New Delhi 110024	Service	President
2.	Dr. K. L. Chadda 7281, Sector B/10, Vasant Kunj, New Delhi – 70	Horticulture	Eminent Scientist & Vice President
3.	Shri Ved Prakash Sharma Mandel Pur, Vill. Jewar Gautam Budh Nagar, Up	Agriculture Media	Secretary
4.	Dr.M.Mukhtar Alam Scouts Quarters Taradevi Shimla-10 H.P.	Social Development Professional	Treasurer
5.	Mr.Pinaki Ranjan Dey Flat #3A, Nilachal Apartments Gate Number 2,BasuNagar,Madhyam Marg, Kolkata, West Bengal PIN:700129	Agribusiness Professional	Executive Member

6.	Shri Sunil Kumar Sihag 102-Gandhi Colony, Bikaner Rajasthan	Agriculture Professional	Executive Member
7.	Mr.Anam Sharma Scouts Quarters, Taradevi Himachal Pradesh	Rural Development Professional	Executive Member
8.	Dr.Vinod Kumar Sinha Rajaram Babu Institute Of Technology, Islampur Maharashtra	Associate Professor in Marketing and Strategy	Executive Member
9.	Mr.Amitav Dutta Anand Path, Dispur Guwahati, Assam	Agribusiness Professional	Executive Member