



C A R D

CENTRE FOR AGRICULTURE AND RURAL DEVELOPMENT

www.card.org.in

Annual Report

2012-13

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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. *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 organising 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 framers 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.

2. 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. CARD has till date set up 120 such agribusiness centres 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.

Research and Studies

Conducted studies on:

- 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 16 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:

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 has 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.

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'.

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.

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.

Delivering Agriculture Leadership Awards:

Since 2008, CARD has been engaged in delivering the awards in more than twenty categories. Here, we are listing the categories of the leadership awards..The Agriculture Leadership Awards under the chairman ship of Professor MS Swaminthan. The awards were delivered in the evening of 19 September ,2012 at Hotel Taj Palace.

Cumulative Record of the Progrmames 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 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 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 Agriclinc 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:

		April	2012	To	March	2013	
S.No	State	District	Department	Visit / Training	No. of Farmers male	No. of Farmers female	Year
1	Jharkhand	Lohardaga	Agriculture,Paddy, Marketing	Hyderabad	25		2012
2	Chhattisgarh	Janjgir	Paddy	Punjab	25		2012
3	Chhattisgarh	Bijapur	Micro irrigation	Jalgaon	20		2012
4	Odisha NHM Officials	Officer	Horticulture		22		2012
5	Gujarat	Jamnagar	Poly house	Pune	35		2012
6	Gujarat	Jamnagar	Agriculture & Dairy	New Delhi & Haryana		50	2012
7	Gujarat	Jamnagar	Poly house	Pune	mention above		2012
8	Gujarat	Jamnagar	Agriculture & Dairy	New Delhi & Haryana	mention above		2012
9	Punjab	Mansa	Bee keeping	Pune	mention above		2012
10	Sikkim		off season vegetables	ND+H.P	16	3	2012
11	Odisha	Angul	Paddy	ND+Punjab	41		2012
12	Tamilnadu	Theni	Paddy	ND+Punjab	50		2012
13	Punjab	Faridkot	Bee keeping	Pune	mention above		2012
14	Punjab	Bhathinda	Bee keeping	Pune	mention above		2012
15	Tamilnadu	Villupuram	Paddy	ND+Punjab	52		2012
16	Jharkhand	West Singhbhum	Vegtables & Dairy and Goatery	ND+Karnal & Mathura	20+20	10	2012

17	Tamilnadu	Cuddalore	Paddy	ND+Punjab	46+3		2012
18	Chhattisgarh	Narayanpur	Micro irrigation	Jalgaon	20		2012
19	Sikkim		off season vegetables	ND+H.P	mention above		2012
20	Uttarakhand	Champawat	Organic farming	ND+Jaipur	25		2012
21	Odisha	Sundargarh	Wheat & Mustard	ND+Punjab	1 officer		2012
22	Chhattisgarh	Raigarh	Poultry & bee keeping	Pune		25	2012
23	Karnataka	Bagalkot	Wheat & Mustard	ND+Punjab+Haryana	30+2		2012
24	Jharkhand	Latehar	Vegetables & Pulses	ND+Karnal & Kanpur	25+25		2013
25	Himachal Pradesh	Mandi	Protected cultivation & Micro irrigation	ND+Jalgaon	30+1		2013
26	Himachal Pradesh	Bilaspur	Protected cultivation & Micro irrigation	ND+Jalgaon	30+1		2013
27	Himachal Pradesh	Nahan	Protected cultivation & Micro irrigation	ND+Jalgaon	30+1		2013
28	Himachal Pradesh	Kangra	Protected cultivation & Micro irrigation	ND+Jalgaon	30+1		2013
29	Himachal Pradesh	Solan	Protected cultivation & Micro irrigation	ND+Jalgaon	30+1		2013
30	Punjab	Ludhiana	Bee keeping	Pune	20	5	2013
31	Jharkhand	West Singhbhum	off season vegetables	Shimla	25		2013
32	Meghalaya	Ri-Bhoi	Canopy management	Nagpur	25	5	2013
33	Jharkhand	Gumla	Micro irrigation	Jalgaon	25		2013

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.

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>	<i>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.</i>
2	<u>ICRISAT</u>	<i>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.</i>
3	<u>Concept Agrotech Consultants Ltd, New Delhi (CACL)</u>	<i>Concept Agrotech Consultants Ltd was launched as a private limited company 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</i>

		<i>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 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</i>

		<i>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 16 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**](http://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**](http://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**](http://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**](http://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. Sundaesan	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

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| 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 |