



You are cordially invited to attend

KRISHI MELA (Rabi)

08-09 September, 2021

Theme : Water Conservation



Venue : Gate No. 3, Mela Ground, Balsamand Road, Hisar

Organized By:

Chaudhary Charan Singh

Haryana Agricultural University Hisar-125004 (Haryana)

Ph. No. : 01662-255234, 284320, 90530-68379

e-mail: krishimelaccshauhisar@gmail.com | associatedirectorextension@gmail.com



From the Vice-Chancellor's Desk

Chaudhary Charan Singh Haryana Agricultural University, Hisar is going to organize *Krishi Mela (Rabi)* on 08-09, September, 2021. This event will be beneficial to the farmers of Northern India in general and Haryana state in particular. Water conservation is an emergent issue which needs to be addressed on part of the policy planners, researchers, extension workers and other stake holders including farmers. To address the issue, the theme of *Krishi Mela (Rabi)-2021* "Water Conservation" is very timely and of great importance.

On this occasion I request you to encourage your family to keep looking for new ways to conserve water in and around your home. Form groups of water-conscious people and encourage your friends and neighbours to be part of these groups. Promote water conservation in community through newsletters, bulletin boards etc. Encourage your friends, neighbours and co-workers to contribute towards water conservation. Do not worry if the savings are minimal, every drop counts! You can make a difference.

This *Krishi Mela (Rabi)* will provide a platform for the farming community to interact with the university experts. The visiting farmers will be provided the cost effective and innovative solutions about water conservation in agriculture. We expect that the top level companies in the field of agriculture will showcase their latest products and technology in the Agro-industrial exhibition — to be established in this *Krishi Mela*. The farmers' scientist interaction, field visits to the university farms, crop competition, soil and water testing facilities etc. will be conducted during this *Krishi Mela*. This will enrich the knowledge of visiting farming community.

My best wishes to all the visiting farmers, participating firms, State departments and organizers for the great success of *Krishi Mela (Rabi)-2021*.

Prof. B. R. Kamboj



THE INSTITUTE : CCS HARYANA AGRICULTURAL UNIVERSITY, HISAR

Chaudhary Charan Singh Haryana Agricultural University, popularly known as HAU is one of Asia's biggest agricultural universities, located at Hisar in the Haryana state of India. The University is named after India's seventh Prime Minister, Chaudhary Charan Singh. A leader in agricultural research in India, Chaudhary Charan Singh Haryana Agricultural University, Hisar contributed significantly to Green Revolution and White Revolution in India in the 1960s and 70s. The University has the credit of receiving *Haryana Kisan Ratna Award-2019*, Indian Council of Agricultural Research's Award for the Best Institute in 1996, Best AICRP Maize Centre Award-2006-12, Krishi Karman Award-2014-2015 (Mahindra and Mahindra), Krishi Shiksha Samman-2015 and many more. Continuing with its trail of achievements CCSHAU has once again bagged the Best Institute Award i.e., Sardar Patel Outstanding ICAR Institution Award 2016. The university ranked 3rd in Atal Ranking of Institutions on Innovation Achievement-2020. The University has 8,637 acres of land, around 7,219 acres at main campus and 1,418 acres at outstations. It has a well developed experimental farm of 994 hectares at main campus, Hisar along with ten experimental farms, one with each Regional Research Station covering an area of 568 hectares. Since 1970, there have been significant advances in research, teaching and extension by creation of strong infrastructure at its main campus and outreach stations.

VIRTUAL KRISHI MELA-2021 : THE GLIMPSES

The global spread of COVID-19 brought trade shows and exhibitions to a screeching halt in early 2020. Since March, 2020, the world has wondered when we can return to normal, including the trade shows and exhibitions we have attended in the past. The rise of Covid-19 has forced institutions to explore alternative digital spaces with online exhibitions and a rise in virtual reality. But many teams quickly pivoted and opted to present their offerings the only way they could, digitally. The virtual trade show booth trend took hold, yielding promising results. So, we presented the experience of Virtual Krishi Mela digitally for agriculture community.

Chaudhary Charan Singh Haryana Agricultural University, Hisar organized one of the biggest virtual agricultural fair of the Northern India i.e. Virtual *Krishi Mela-2021* on 09-10 March, 2021. *Krishi Mela* is the



only forum of its kind where policy makers, government officers, agri-business & industry entrepreneurs and like-minded organizations come together to have a dialogue with the farmers. This virtual event attracted a large number of farmers, farm women, livestock owners, agri-business & industry entrepreneurs, technocrats, researchers, extension workers, students and rural youth from Haryana and adjoining states such as Punjab, Rajasthan, Delhi, Uttar Pradesh, Uttarakhand and Himachal Pradesh, etc. on one platform, where they had direct access to latest innovative ideas, new technologies and best practices available in the field of Agriculture, Home Science, Animal Husbandry and allied sectors. In Agro-industrial Exhibition various Govt., semi-Govt. and private organizations dealing with agricultural inputs and machinery showcased their products. Besides, different departments of constituent colleges of CCSHAU and LUVAS, Hisar showcased the technological innovations evolved by them.

The theme of Virtual *Krishi Mela* was "Crop Diversification". The Virtual *Mela* certainly resulted in highly informative and valuable event for achieving government's target to Crop Diversification practices. In this Virtual *Mela* the new technologies and practices related to crop diversification were virtually demonstrated. The scientific cultivation of *Rabi* crops available at CCSHAU, Hisar Research Farm were shown to the attendee farmers using virtual aids. During this two days event farmers purchased seeds of *Kharif* crops online using *Kisan* App and interacted with the University scientists to discuss their field problems and asked their queries from experts during Buzz Session (scientists'-farmers' interaction session). Songs and skits in regional Haryanvi language were also uploaded on Virtual *Krishi Mela* website for the farmers to promote crop diversification.

THE EVENT : KRISHI MELA (Kharif)–2021

Chaudhary Charan Singh Haryana Agricultural University, Hisar is going to organize one of the biggest agricultural fair of the Northern India i.e. *Krishi Mela (Rabi)–2021* on 08-09 September, 2021. It is the only forum of its kind where policy makers, government officers, agri-business & industry entrepreneurs and like-minded organizations come together to have a dialogue with the farmers. The event shall bring a large number of farmers, farm women, livestock owners, agri-business & industry entrepreneurs,



technocrats, researchers, extension workers, students and rural youth from Haryana and adjoining states such as Punjab, Rajasthan, Delhi, Uttar Pradesh, Uttarakhand and Himachal Pradesh, etc. on one platform, wherein they shall have direct access to latest innovative ideas, new technologies and best practices available in the field of Agriculture, Home Science and allied sectors. In Agro-industrial Exhibition various Govt., semi-Govt. and private organizations dealing with agricultural inputs and machinery shall display their products. Besides, different departments of constituent colleges of CCSHAU, MHU & LUVAS, Hisar will also display the technological innovations evolved by them.

The theme of *Krishi Mela* is "**Water Conservation**". The *Mela* would certainly be highly informative and valuable event for attaining the goal of government regarding water conservation. In this *Mela* the new technologies and practices related to water conservation in agricultural sector will be demonstrated. To show the scientific cultivation of *Kharif* crops sown at CCSHAU, Hisar Research Farms, a guided tour will be organised for the visiting farmers. During this two-days event farmers can purchase seeds of *Rabi* crops and can interact with the University scientists to discuss their field problems in Buzz Session (scientists'-farmers' interaction session). There will be facilities to collect samples of soil and water at the spot. A cultural programme promoting water conservation will be organized.

EXHIBITORS' PROFILE

- CCSHAU, Hisar and other State Agricultural/Veterinary Universities
- State Agriculture, Horticulture & Animal Husbandry Departments
- Manufacturers / Dealers of :
 - Seed and planting material
 - Chemical fertilizers, micro nutrients and bio-fertilizers
 - Insecticides, pesticides and bio-pesticides
 - Veterinary pharmaceuticals
 - Farm machinery
- Farmers/agriculturists/floriculturists/horticulturists
- Krishi Vigyan Kendras and ICAR institutes



HIGHLIGHTS

- **Agro-industrial Exhibition** : Over 150 national and international exhibitors expected for showcase of agricultural and allied technologies.
- **Live Demonstration** : Scientific production of *Rabi* crops.
- **Buzz Session** : Direct dialogue with University scientist, Govt. officials and policy makers for clarification of uncertainties in agriculture.
- Sale of seeds of HYV's of crops, saplings and seedlings.
- Sale of Rhizobium and *Azotobacter* culture.
- Soil and Water sample collection.
- Farmers' visit to experimental fields of HAU Research Farms.
- Exhibition and sale of value-added products of the University.
- Sale/membership of University literature.
- Registration of farmers for free SMS services on weather forecasting and crop related information.
- Cultural programme. • Crop competition.
- Felicitation of progressive farmers of the Haryana state.
- An opportunity to connect and interact with successful farmers and learn their best practices with knowledge sharing.



PROGRAMME

September 8, 2021

- ▶ Registration of farmers
- ▶ Inaugural Session by University Administration & Chief Guest
- ▶ Farmers' Felicitation
- ▶ Buzz Session and online Interaction with Farmers
- ▶ Crop Competition
- ▶ Soil and Water sample collection
- ▶ Field Visits to University Research Farms

September 9, 2021

- ▶ Buzz Session and online Interaction with Farmers
- ▶ Crop Competition
- ▶ Soil and Water sample collection
- ▶ Field Visits to University Research Farms
- ▶ Valedictory Function

STALL BOOKING

- ❖ For booking of stalls, form is available in the office of Associate Director (Extension), Farm Information & Communication Service Wing, 1st Floor, Directorate of Extension Education, (Gandhi Bhawan), CCSHAU, Hisar.
- ❖ For further information regarding registration of stalls contact :
Telephone: 01662-255234, 94164-82401
E-mail: krishimelaccshauhisar@gmail.com
- ❖ **Registration Charges* (for both the days)**
 @ ₹ 4,000 per stall+GST @ 18%=**4720/-**
 * **Cash/ DD in favour of Comptroller, CCSHAU, Hisar**
 payable at Hisar
- ❖ **Tentage Charges* (for both the days)**
 @ ₹ 7,300 per stall+GST @ 18%=**8614/-**
 * **Cash/ DD in favour of Arya Exhibition & Conference Services** payable at Delhi



ORGANIZING COMMITTEE

Patron

Professor B. R. Kamboj
 Vice-Chancellor, CCSHAU, Hisar

Core Committee

Dr. Rajvir Singh, Registrar & Dean COBS&H
 Dr. Atul Dhingra, OSD & Dean PGS
 Dr. S. K. Sehrawat, Director Research
 Dr. M.S. Sidhpuria, DHRM & EO-cum-CE
 Dr. (Mrs.) Bimla Dhanda, Dean, COHS
 Dr. Devender Singh Dahiya, DSW
 Dr. Balwan Singh, Librarian
 Dr. Amarjit Kalra, Dean, COAE&T
 Sh. Naveen Jain, Comptroller
 Er. Jitender Singh, SE

Organizing Secretary

Dr. Ram Niwas
 Director Extension Education & Dean, COA

Officer In-Charge

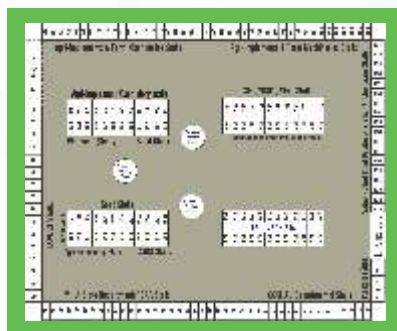
Dr. Krishan Yadav
 Associate Director (Extension)

Members

Dr. Sunil Dhanda, Associate Director (FAS)
 Dr. (Mrs.) Bimlendra Kumari, Manager, ATIC
 Dr. Ashok Godara, Associate Director (Training)
 Dr. H.S. Saharan, Associate Director (Publications)
 Dr. Ashok Kumar, Assistant Director (Ext. Edu.)
 Dr. Sube Singh, Assistant Director, (Ext. Edu.)
 Dr. Ashwani Kumar, Faculty Consultant
 Dr. R. S. Sheoran, Faculty Consultant

HOW TO REACH

The main campus of the University is situated at Hisar at a distance of 183 kms North-West of Delhi on National Highway No.9 and is 2 kms from the Railway Station and 3 kms from the Bus Stand. The *Krishi Mela (Rabi)-2021* will be organised at CCSHAU, University Research Farm, Near Gate No. 3, Balsamand Road, Hisar.



CONTACT PERSONS

Dr. Ram Niwas, Director Extension Education : 90530-30005, 94675-89624, 01662-284320
Dr. Krishan Yadav, Associate Director (Extension) : 90530-68379, 94164-82401, 01662-255234
 CCS Haryana Agricultural University, Hisar (Haryana)-125 004