



Three-day National Pusa Krishi Vigyan Mela inaugurated by Union Agriculture Minister Shri Shivraj Singh Chouhan

Shri Shivraj Singh Chouhan presents roadmap for major agricultural reforms to move farming towards 'Viksit Krishi (Developed Agriculture) – Atmanirbhar Bharat (Self-Reliant India)'

“Holding back farmers’ money will invite 12% interest; no delays will be tolerated; Centre’s share to go directly into farmers’ accounts”: Shri Shivraj Singh Chouhan

“KVKs will become district-level agricultural reform command centres”: Union Agriculture Minister Shri Shivraj Singh Chouhan

“4% interest on KCC loans, but zero delay – banks must be accountable”: Union Agriculture Minister Shri Shivraj Singh Chouhan

“MSP procurement should be completed in one month, not three; farmers must get immediate prices”: Shri Shivraj Singh Chouhan

“₹2 lakh crore fertiliser subsidy should reach farmers directly; benefits must go straight to farmers”, says Shri Shivraj Singh Chouhan

“Viksit Krishi Sankalp Abhiyan (Developed Agriculture Resolution Campaign): Scientists to directly reach fields from labs; campaign to resume in April”: Shri Shivraj Singh Chouhan

Union Minister for Agriculture and Farmers' Welfare, and Rural Development, Shri Shivraj Singh Chouhan on Wednesday inaugurated the three-day Pusa Krishi Vigyan Mela organised at the Indian Council of Agricultural Research campus in Pusa, Delhi, and presented a comprehensive roadmap of major agricultural reforms aimed at steering Indian farming towards the vision of 'Developed Agriculture (Viksit Krishi) – Self-Reliant India (Atmanirbhar Bharat)'. He sent a clear message that the old practice of withholding farmers' money would no longer be tolerated. From MSP procurement to Kisan Credit Card loans, pesticide licensing and the role of Krishi Vigyan Kendras (KVKs), transparency, time-bound delivery and accountability would be ensured at every level.

The prestigious annual Pusa Krishi Vigyan Mela, held at the Indian Agricultural Research Institute (ICAR-IARI) campus in Pusa, was inaugurated by Union Minister Shri Shivraj Singh Chouhan with a ceremonial plantation. On the occasion, Union Agriculture Secretary Shri Devesh Chaturvedi, Director General of ICAR and Secretary of the Department of Agricultural Research and Education Dr. M. L. Jat, and Director of IARI Dr. C. H. Srinivas Rao were also present, along with a large number of scientists, progressive farmers and representatives of various institutions.

By seating farmers in the front row on the dais and personally wheeling a differently-abled farmer forward in his wheelchair to interact with him, Union Agriculture Minister Shri Shivraj Singh Chouhan conveyed the message that farmers remain the core of policy-making. During the programme, seven farmers were honoured with the IARI Krishi Adhyeta Award, further reinforcing the spirit of 'Farmers First'.

Holding back farmers' money will attract 12% interest

Speaking on agricultural reforms, Shri Chouhan first addressed the issue of delays in payment of farmers' dues. In a stern warning, he said that any agency or state government that holds back farmers' money will have to pay 12 per cent interest on the withheld amount. He asserted that delayed payments and the practice of "parking" funds in government accounts to earn interest would no longer be tolerated. The Union Agriculture Minister made it clear that the Central Government would not cause any delay from its side, and even in cases where states delay payments under schemes, the option of transferring the Centre's share directly into farmers' accounts is being actively explored. His message was unequivocal: the benefits meant for farmers from the Centre must reach them on time and without obstacles.

Referring to assistance being provided for agricultural mechanisation, drip and sprinkler irrigation, polyhouses and greenhouses, Shri Shivraj Chouhan said that the Central Government is providing resources to states under more than 18 schemes. However, merely releasing funds is not enough. Citing an example, he said that in one district, although 700 farmers' names were on the list, only 158 farmers actually received machines. He emphasised that when the Centre releases money, it also has the responsibility to ensure that the benefits actually reach real farmers. For this, a strong monitoring system is an essential reform.

KVKs to become district-level agricultural reform command centres

Highlighting the role of Krishi Vigyan Kendras (KVKs), the Union Minister said that KVKs would be developed as strong district-level units acting as a bridge between research and extension. He entrusted them with the responsibility of taking new varieties, innovative farming practices and successful models to villages through better coordination with states. Strengthening the institutional structure of KVKs was described as a key reform to ensure that scientific advances translate into tangible benefits for farmers.

4% interest on KCC, but zero delay – banks must be accountable

Shri Shivraj Singh Chouhan said that around 75 per cent of small farmers currently benefit from Kisan Credit Card loans, with an effective interest rate of 4 per cent, ensuring access to affordable credit. However, delays in disbursal are unacceptable. He urged banks and financial institutions to ensure that KCC-linked loans are released on time and without unnecessary paperwork, so that farmers do not have to depend on moneylenders.

Ending delays in pesticide licensing

Addressing the issue of pesticide quality and licensing, Shri Shivraj Singh Chouhan acknowledged that the current licensing system is lengthy and complex, forcing even honest companies to make repeated rounds of offices and delaying the availability of quality products to farmers. He indicated that efforts would be made to simplify the pesticide licensing process by reducing layers, setting clear timelines and ensuring complete transparency. This, the Union Minister said, would help quality products reach the market faster and enable strict action against substandard and counterfeit products.

MSP procurement to be completed in one month

On procurement at Minimum Support Price (MSP), the Union Agriculture Minister said that the existing three-month procurement window is impractical, as farmers cannot hold on to their produce for such a long period. He suggested that, in coordination with states, systems should be put in place to complete MSP procurement within a maximum of one month. This would ensure that farmers receive immediate and fair prices, and prevent others from cornering undue profits later in the name of MSP.

₹2 lakh crore fertiliser subsidy should go directly to farmers

The Union Minister noted that the central government spends over ₹2 lakh crore annually on fertiliser subsidies, enabling farmers to purchase urea bags costing around ₹2,400 at prices of roughly ₹265–270. He said it should be considered whether such a large subsidy could be transferred directly to farmers' accounts through Direct Benefit Transfer (DBT). This would allow farmers to decide which fertilisers to buy and in what quantity, ensuring that the real beneficiary of the subsidy is the farmer actually applying fertiliser in the field.

Developed Agriculture Resolution Campaign to resume in April

Outlining future strategy, Shri Shivraj Singh Chouhan spoke in detail about the 'Viksit Krishi Sankalp Abhiyan' (Developed Agriculture Resolution Campaign). Under this initiative, teams of scientists will visit villages and directly interact with farmers, sharing the latest research, pest and disease management practices, integrated farming models and export-quality varieties. He said the campaign would be conducted in a time-bound manner starting in April, ahead of the kharif season, so that farmers receive scientific advice, better seeds and improved technologies well in advance.

Describing the Pusa Krishi Vigyan Mela as a national 'Kumbh' of farmers, Union Minister Shri Shivraj Singh Chouhan said that the event is not merely an exhibition but a major confluence of farmers, scientists, entrepreneurs and policymakers from across the country. It is a platform where laboratory research directly reaches the fields and where a roadmap is prepared for a developed, modern and self-reliant agricultural sector for the entire nation. He directed IARI to organise the fair on an even larger scale from next year, further strengthening its role as a bridge between science and farming practice.





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(Release ID: 2232831) Visitor Counter : 213

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