

Women Citrus Farmers Participate in Brainstorming Workshop at ICAR-CCRI, Nagpur

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A "Brainstorming Workshop for Identifying Gender Gaps in Citrus-based Agri-food Systems" was organised recently by the ICAR-Central Citrus Research Institute (CCRI), Nagpur at the institute's training hall. Around 30 women and male citrus growers and nurserypreneurs participated in the workshop aimed at strengthening women's participation in citrus-based agri-food systems.

The programme was inaugurated by Dr. Dilip Ghosh, Director, ICAR-CCRI, Nagpur, who welcomed the women citrus growers and encouraged them to adopt advanced technologies of scientific citrus farming. He also motivated them to form clusters and Farmer Producer Organisations (FPOs) to benefit from various government schemes available to women farmers.



During the programme, a Hindi Extension Bulletin (No. 77) titled "Nimbuvargiya Phal Adharit Krishi-Khadya Pranali Mein Sanglagn Mahilayon Ke Liye Kendra Sarkar Ki Kalyankari Yojnaon Ka Sankalan" was released and distributed among the participants.

Mrs. Pragati Gokhale, Chief Coordinator, Market Mirchi and Retired Principal Scientist, Ministry of MSME, Government of India, attended as the guest speaker and conducted a hands-on training session on the use of the Market Mirchi mobile application, encouraging women citrus growers and nurserypreneurs to adopt digital marketing platforms.



The workshop was coordinated by Dr. Sangeeta Bhattacharyya, Scientist (Agricultural Extension), ICAR-CCRI. During the brainstorming session, participants discussed key gender gaps in citrus farming, including limited knowledge of budding practices, marketing challenges, difficulties in accessing government schemes, and lesser participation in financial decision-making. Relevant government schemes supporting women farmers and entrepreneurs were also highlighted.

The programme concluded with a field and nursery visit, where participants witnessed the demonstration of disease-free planting material technology developed by ICAR-CCRI.



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