



New multi-dimensional income opportunities for farmers at three-day 'Krishi Mahakumbh' in Raisen

Scientific models for income enhancement through dairy, poultry, fisheries and goat rearing to be showcased at the fair: Union Agriculture Minister Shri Shivraj Singh Chouhan

Over 50 FPO and SHG stalls to provide a national platform for branded and value-added rural products: Union Agriculture Minister Shri Shivraj Singh Chouhan

Agriculture start-up presentations and direct interaction with scientists at the fair; new opportunities for youth: Shri Chouhan

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A three-day 'Krishi Mahakumbh' will be held in Raisen, Madhya Pradesh, focusing not only on crops but also on dairy, poultry, fisheries, goat rearing, Farmer Producer Organisations (FPOs)-based marketing and livelihood opportunities for rural women, with the aim of creating multiple strong pillars of income for farmers. Union Minister for Agriculture and Farmers' Welfare, and Rural Development, Shri Shivraj Singh Chouhan said that this national-level event will bring together the entire value chain of the rural economy — from seed to market and from fish to pearl — on a single platform.

'Krishi Mahakumbh': Entire value chain on one platform

Union Agriculture Minister Shri Shivraj Singh Chouhan said that the festival, to be held from April 11 to 13 in Raisen, will present the complete value chain encompassing production, livestock, processing, marketing and entrepreneurship at one place, enabling farmers to understand the entire journey from farm to market and even exports. The Dussehra Ground in Raisen will, for three days, serve as a hub for live demonstrations, technical sessions, training series and business meetings. Scientists, start-ups, Farmer Producer Organisations (FPOs), Self-Help Groups (SHGs) and rural entrepreneurs will engage in direct interaction and exchange of ideas.

Advanced livestock display and scientific animal husbandry models

At this advanced agricultural festival, livestock exhibitions organised by the Department of Animal Husbandry and Dairy and the state government will showcase improved cattle breeds such as Gir, Sahiwal, Tharparkar and Malvi. Goat breeds suitable for both milk and meat production — such as

Jamunapari, Barbari, Sirohi, Beetal and Sojat — will also be displayed. In addition, special poultry breeds like Kadaknath will demonstrate pathways for farmers to connect with high-value markets.

Through mobile veterinary units, animal health camps, vaccination drives and expert guidance on nutrition management, breeding and genetic improvement will be provided. This will enable small and marginal livestock farmers to learn practical methods to enhance productivity at low cost. Guidance will also be offered on dairy cooperatives, fodder management, gobar-based energy and organic inputs, so that livestock can be integrated with agriculture to create circular and sustainable farming models.

Fisheries, aquaculture and water-based enterprises

The Fisheries Department and the National Fisheries Development Board (NFDB) will present live models of biofloc systems, Recirculating Aquaculture Systems (RAS), aquaponics, ornamental fish culture and pearl farming. These demonstrations will help farmers and youth understand how modern fisheries models can generate high income even with limited water and space.

Information will also be provided on schemes such as the Pradhan Mantri Matsya Sampada Yojana, National Fisheries Development Programme (NFDP), Fisheries Infrastructure Development Fund (FIDF) and other initiatives. This will enable farmers to explore water-based enterprises alongside agriculture, such as ponds, recycling tanks or aquaponics units, and develop year-round income streams.

50+ FPOs and marketing division: National platform for branded rural products

Under the marketing division, more than 50 Farmer Producer Organisations (FPOs) will participate, showcasing and selling value-added products such as GI-tagged Chinnor rice, Sharbati wheat, millet-based products (including kodo and kutki), pulses, gram flour, soy products, turmeric, garlic and moringa powder, mustard and flaxseed oil, honey, pickles, jaggery, jaggery powder, jaggery candy, peanut chikki and sesame laddoos. This platform will help local products gain national visibility and better market prices.

An FPO conference scheduled for April 12 will include detailed discussions on organisational management, branding, packaging, cold chain, logistics and e-trade platforms. The objective is to help small farmer organisations accelerate their ‘local-to-national’ journey through e-commerce and modern retail channels.

Rural women’s livelihoods and strong participation of SHGs

The Ministry of Rural Development will ensure special participation of ‘Krishi Sakhis’, ‘Aajeevika Didis’, ‘Drone Didis’ and Self-Help Groups (SHGs), who will present successful models of enterprises led by rural women. Their stalls will feature organic and natural products, processed foods, innovative farming models, multi-layer farming, drone services, nurseries, farm machinery banks and rural service models.

These initiatives are expected to strengthen rural women’s entrepreneurship, promote collective branding and boost a self-reliant rural economy.

Training, start-ups and scientific interaction: New horizons for youth

Shri Shivraj Singh Chouhan said that free training for farmers, live information on government schemes, agriculture start-up presentations and direct interaction with scientists will be the three key pillars of this ‘Krishi Mahakumbh’. These efforts aim not only to increase agricultural productivity but also to open new avenues of employment and entrepreneurship for rural youth.

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