



Three-day National Agriculture Fair to bring all schemes under one roof for farmers

**Focus on improved seeds, balanced fertilisers, organic certification and farmers' rights at Raisen agriculture fair:
Shri Shivraj Singh Chouhan**

Thousands of farmers from villages to participate in the agriculture festival; Union minister interacts with sarpanches

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At the National Agriculture Fair to be held in Raisen, Madhya Pradesh, from April 11 to 13, farmers will get access to comprehensive information on crop insurance, credit, agricultural infrastructure fund, improved seeds and fertilisers, organic certification, Farmer Producer Organisation (FPO) marketing, and the future 'agriculture roadmap' — all on a single platform. Union Minister for Agriculture and Farmers' Welfare, and Rural Development, Shri Shivraj Singh Chouhan on Wednesday held a virtual interaction with sarpanches of the region and appealed to them to ensure maximum participation of farmers from every village, making the fair a success through collective involvement.

Three days like a 'living university' for farmers

Shri Chouhan said that the national-level agriculture fair in Raisen from April 11 to 13 would be a game-changing 'Krishi Mahakumbh', where solutions ranging from seed to market and from insurance to credit will be available at one place. During the virtual interaction, he told sarpanches that these three days would function like a "living university" for farmers, where they would be able to explore modern equipment, drones, improved seeds, fertilisers, organic farming practices and FPO-based marketing models. At the same time, they would gain clarity on insurance, credit, infrastructure and the agricultural roadmap, helping them move towards a more secure and prosperous farming future.



Shri Chouhan also shared the detailed blueprint of the fair with sarpanches from Raisen, Vidisha, Sehore and nearby gram panchayats. He urged them to ensure that maximum numbers of farmers, women self-help groups and FPO members from every village participate and reach the fair venue. Thousands of farmers are expected to benefit from the event. The Union agriculture minister said that if sarpanches take this up as a mission for their villages, the fair can become a people-driven festival of farmers that will shape the direction of agriculture in the coming years.

Crop insurance, companies and the ‘Krishi Rakshak’ platform

Shri Chouhan said that under the Pradhan Mantri Fasal Bima Yojana (PMFBY) section, insurance companies will provide crop insurance policies on the spot to interested farmers, enabling them to return with live insurance cover. Through ‘Kisan Pathshala’ (farmers’ workshops), the AIDE app (App for Intermediary Enrolment), IEC (information, education, and communication) material, comic booklets, question-answer booklets, pamphlets, experience videos and information about the ‘Krishi Rakshak portal and helpline’, all queries related to crop insurance will be addressed at the venue itself.

Experts at the fair will guide farmers in simple language on aspects such as premium sharing, claim procedures, reporting of crop losses, survey processes and timely settlement of claims. The aim is to ensure that farmers understand insurance in practical terms and can use it effectively as a risk management tool.

Agricultural credit, KCC and infrastructure fund

Under sessions on agricultural credit and finance, farmers will be informed about Kisan Credit Cards (KCC), term loans, Joint Liability Groups (JLG), self-help group loans, and opportunities under the Agricultural Infrastructure Fund (AIF). Detailed guidance will be provided on setting up warehouses, cold storage units, primary processing facilities, value-addition units and logistics projects, along with information on interest subvention and credit guarantees.

Farmers will be told that the goal of ‘Secure produce, Prosperous farmer’ can only be achieved when good production is supported by proper storage, processing and strong market linkages. Banks and financial institutions are expected to set up

stalls where farmers can complete applications, documentation and even receive on-the-spot approvals, enabling them to move directly towards investment without procedural delays.

Improved seeds, fertilisers and farmers’ rights

Shri Chouhan said that under the seed division, government and private seed companies will display improved seeds, high-yielding varieties, hybrid seeds, research seeds and mini kits. This will help farmers select the right varieties based on their cropping systems.

The Protection of Plant Varieties and Farmers’ Rights Authority (PPVFRA) will provide information about farmers’ rights related to seeds and plant varieties, including conservation of indigenous varieties and the process of registration. The objective is to empower farmers with knowledge about ownership, protection and use of plant varieties.

Fertiliser companies will highlight the importance of soil health improvement through bio-fertilisers, bio-stimulants, micronutrients and balanced nutrient management. Farmers will be shown practical models on how to use fertilisers

based on soil testing reports, reduce costs and improve productivity. The message of “lower cost, higher production and healthier soil” will be emphasised through real-world demonstrations.

Organic and natural farming, FPOs and market linkages

In the organic and natural farming section, the theme ‘Pure soil, Healthy crop – A golden future through natural farming’ will be promoted. Farmers will receive information on minimal use of chemicals, organic manure, composting, cow

dung-based inputs, certification processes and market opportunities for organic products. The fair will also focus on FPO-based direct marketing, cooperative systems and linkages with institutions such as National Agricultural Cooperative Marketing Federation of India Ltd (NAFED), National Cooperative Consumers’ Federation of India (NCCF) and NSC, as well as other national and international platforms. These initiatives aim to help farmers connect directly to markets without intermediaries and secure better prices for their produce. Farmers will also be introduced to suitable crop diversification models for their regions, including millets, horticulture, fruit and vegetable processing, and value-added product chains. Practical examples will be provided to help farmers adopt diversified and resilient farming systems.

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