



Agriculture and Rural Development Family to Unite Behind PM Modi's 'Shakti Ki Saptadhara' Vision: Shri Shivraj Singh Chouhan

Will Make Indian Agriculture Prosperous, Self-Reliant to Realise PM Modi's Vision of Viksit Bharat: Shri Shivraj Singh Chouhan

'Shakti Ki Saptadhara' to Guide New Roadmap for Agriculture and Rural Development: Shri Shivraj Singh Chouhan

Focus on Higher Production, Better Quality and Food Processing to Build Viksit Bharat 2047: Shri Shivraj Singh Chouhan

Commitment to Take Farmers' Products from Farm to Global Markets: Shri Shivraj Singh Chouhan

Increasing Farmers' Incomes and Empowering Rural Women Among Government's Top Priorities: Shri Shivraj Singh Chouhan

Three Crore Lakhpati Didis Target Achieved; Now Committed to Creating Six Crore Lakhpati Didis: Shri Shivraj Singh Chouhan

Farmers, Scientists, Food Processors and Exporters to Join Hands for a Self-Reliant India: Shri Shivraj Singh Chouhan

Nation First: Make Duty Your Identity and Work Towards Building a Viksit Bharat: Shri Shivraj Singh Chouhan

Turning PM Modi's Dream of Viksit Bharat into Resolve, Capability and Success Is Our Collective Responsibility: Shri Shivraj Singh Chouhan

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To translate the 'Shakti Ki Saptadhara' announced by Prime Minister Shri Narendra Modi from the ramparts of the Red Fort on Independence Day into action on the ground, a commitment program for departments under the Ministries of Agriculture & Farmers Welfare and Rural Development was organised today at the C. Subramaniam Auditorium, Pusa, on the initiative of Union Minister Shri Shivraj Singh Chouhan. The program saw Union Minister for Agriculture & Farmers Welfare and Rural Development Shri Shivraj Singh Chouhan administer a collective pledge to officials, employees, scientists, farmers, Lakhpati Didis, food processors, exporters and representatives of Farmer Producer Organisations (FPOs) to contribute towards building a developed, prosperous, self-reliant and empowered India. Minister of State Shri Bhagirath Choudhary and Dr. Chandra Shekhar Pemmasani, along with the Secretaries of all four departments, were also present on the occasion.



Agriculture and Food Processing as Key Drivers of Shakti Ki Saptadhara

Addressing the gathering, Shri Chouhan said PM Shri Narendra Modi, through the 'Shakti Ki Saptadhara', has presented a clear roadmap for building a developed India. Agriculture and food processing constitute an important pillar of this vision. He said India must focus not only on increasing agricultural production but also on ensuring quality, safety and compliance with global standards so that products of Indian farmers can establish a strong presence in international markets. Shri Chouhan said the program was not merely a formal event, but a collective commitment of the entire agriculture and rural development ecosystem. Farmers, scientists, officials, employees, processors, exporters, women associated with Self-Help Groups (SHGs) and Farmer Producer Organisations are all equal stakeholders in this effort. Every individual has an important responsibility, and all must work together to realise the Prime Minister's vision.

Nation First

Shri Chouhan said Prime Minister Shri Narendra Modi has clearly called upon citizens to place national interest above personal interests and make duty the defining principle of their lives. He said government service is a commitment to serving the nation and its people. Serving farmers, the poor, mothers and sisters, and rural communities is akin to serving Bharat Mata. Performing one's responsibilities with honesty and sincerity is true patriotism. Shri Chouhan said the first responsibility for fulfilling the commitments made by the Prime Minister from the Red Fort rests with ministers, officials and employees. He called upon all officials and employees to set clear goals for their respective departments, prepare concrete roadmaps and implement them with dedication, integrity and hard work. He said the Prime Minister's commitments can be fulfilled only when all of us accept them as our own and work towards achieving them.



From Farm to Global Markets

Shri Chouhan said connecting Indian agriculture from the farm to global markets is the need of the hour. Indian farmers produce a diverse range of products, including chillies, spices, fruits, flowers, traditional food products and several other agricultural commodities. He said improving the quality of these products and preparing them in line with the requirements of global markets can significantly expand opportunities for farmers. Through food processing, packaging, branding and exports, farmers' incomes can be increased substantially. The Minister said farmers, processors and exporters are interconnected, and therefore there is a need to bring all stakeholders onto a common platform and work in a coordinated manner. Shri Chouhan said if Indian agricultural products demonstrate quality, purity and reliability, global markets will readily accept them. The demand for products produced through natural farming, organic farming and chemical-free farming is increasing in India and across the world. Farmers must therefore be provided with technical guidance, market intelligence and better processing facilities.

Focus on Agricultural Roadmaps

Shri Chouhan said that in addition to a national-level agricultural roadmap, separate agricultural roadmaps should be prepared for every state and district. He said climatic conditions, soil, water availability and cropping patterns vary across different regions of India. Therefore, plans for crop production, processing and marketing should be designed according to local conditions. He emphasised the need for scientific assessment of demand for different crops in domestic and international markets. Based on such assessments, farmers can be engaged in dialogue and encouraged to adopt suitable crops, improve quality

and use modern agricultural practices. The Department of Agricultural Research and Education, Indian Council of Agricultural Research, Krishi Vigyan Kendras, state governments and other institutions must work together to take new technologies to farmers, he said. Shri Chouhan added that greater use of technology, mechanisation, artificial intelligence, improved seeds and modern agricultural practices can help increase both production and productivity.



Increase Production, Reduce Costs

Union Minister Shri Shivraj Singh Chouhan said the government's priorities for the agriculture sector are to increase production, reduce costs, improve quality and ensure remunerative prices for farmers. He said farmers must receive timely and accurate information related to weather, markets and production. Special attention is being given to natural farming, organic farming, irrigation, water conservation, crop diversification and other sources of agriculture-based income. Integrated farming systems and models based on local resources should be developed to enhance farmers' incomes. Shri Chouhan said the achievements of the agriculture sector are significant, but they are milestones and not the final destination. Prime Minister Shri Narendra Modi has set new goals, and all departments must now work with greater speed and seriousness to achieve them.

Target of Six Crore Lakhpati Didis

Highlighting the importance of the Lakhpati Didi initiative in rural development, Shri Chouhan said the target of making three crore rural women Lakhpati Didis has been achieved. Prime Minister Shri Narendra Modi has now set a target of creating six crore Lakhpati Didis. He said creating three crore additional Lakhpati Didis will bring about a major transformation in the rural economy. Women associated with Self-Help Groups are being provided opportunities for skill development, financial assistance, market access and entrepreneurship. Shri Chouhan said initiatives such as 'She-Marts' and branding will be promoted to provide better market access to products made by rural women. Efforts will be made to take handicrafts, food products, Ayurvedic products, traditional goods and other products prepared by rural women to markets across India and abroad. He said women's empowerment is not limited to increasing women's incomes. It strengthens families, villages and the entire rural economy. Making rural women self-reliant is an important prerequisite for building a developed India.

Monitoring Development in Villages

Shri Chouhan said the vision of a developed India cannot be realised without developed villages. Rural areas are witnessing efforts to accelerate the development of pucca houses, roads, water conservation, employment, livelihoods, women's empowerment and agriculture-based activities. He said the impact of all rural development schemes must be visible on the ground. Officials and employees must go beyond their offices and visit the field to assess the actual status of schemes. Better alignment between departmental data and ground realities is essential. The Union Minister also emphasised expediting the implementation of programmes related to water security, river rejuvenation, conservation of land resources and rural livelihoods. He said the true assessment of the success of government schemes must be carried out at the level of villages and beneficiaries.

Four Mantras for Success

Urging officials and employees to remain dedicated to their responsibilities, Shri Chouhan shared four mantras for success: "Paanv mein chakkar, munh mein shakkar, seene mein aag aur maathe par barf". Explaining the four principles, he said 'paanv mein chakkar' means remaining constantly on the move and visiting the field whenever necessary to review the implementation of work. 'Munh mein shakkar' means maintaining a cordial and respectful approach towards colleagues and the public while building a strong team. 'Seene mein aag' represents the passion and determination to achieve one's goals, while 'maathe par barf' means maintaining patience, composure and balance in difficult circumstances. He said that if success does not come on the first attempt, one should not become discouraged but continue making efforts. Persistent hard work and patience inevitably lead to success.

Partnership is the Key to Success

Union Minister Shri Chouhan said all stakeholders associated with agriculture and rural development must work together. Farmers, scientists, officials, employees, processors, exporters, Farmer Producer Organisations and Self-Help Groups are all integral parts of this process. He said agricultural research institutions and Krishi Vigyan Kendras should provide research and technological solutions based on the actual needs of farmers. Strengthening the entire value chain from farm to market will provide farmers with better incomes and consumers with quality products, he added. Shri Chouhan said that under the leadership of Prime Minister Shri Narendra Modi, India is moving rapidly towards self-reliance and the goal of a developed India. Agriculture and rural development departments have a crucial role to play in this journey.

Participants Share Their Experiences

Farmers, Lakhpati Didis, exporters and members of Farmer Producer Organisations shared their experiences during the program. Smt. Lalita shared her experiences related to the Lakhpati Didi initiative and women's empowerment, as well as the achievements of rural women. Shri Vinod Kumar Saini shared his experiences from the agriculture and farming sector, highlighting issues related to production, technology and markets. Shri Mukesh Jain offered suggestions related to the processing and marketing of agricultural products, while Shri Praful Goswami shared his views on connecting Farmer Producer Organisations and farmers with markets. Farmers, Lakhpati Didis, representatives of exporters, food processors and FPOs were also present at the programme. All participants expressed their commitment to working together to increase farmers' incomes, promote quality production and economically empower rural women.



Secretaries Present Departmental Roadmaps and Priorities

The Secretaries of all four departments also presented the roadmaps and priorities of their respective departments. Dr. Mangilal Jat, Secretary, Department of Agricultural Research and Education and Director General, Indian Council of Agricultural Research, spoke about agricultural research, new technologies and scientific innovation. Shri Atish Chandra, Secretary, Department of Agriculture & Farmers Welfare, spoke on issues related to agricultural production, farmers' incomes and quality improvement. Shri Rohit Kansal, Secretary, Department of Rural Development, outlined priorities related to the Lakhpati Didi initiative, rural livelihoods and the development of prosperous villages. Shri Narendra Bhushan, Secretary, Department of Land Resources, shared his views on land conservation, water management and the better utilisation of natural resources.

Call to Move Forward with a Collective Resolve

At the conclusion of the programme, Union Minister Shri Shivraj Singh Chouhan administered a collective pledge to all those present, calling upon them to work with complete dedication, commitment and capacity to realise the 'Shakti Ki Saptadhara' announced by Prime Minister Shri Narendra Modi on Independence Day. As part of the pledge, participants resolved to make agriculture more prosperous, strengthen food production, expand food processing, take Indian agricultural products to global markets, increase the incomes of farmers and ensure due respect for their hard work. The participants also pledged to work towards the goal of creating six crore Lakhpati Didis, following the achievement of the target of three crore Lakhpati Didis, to place national interest above personal interests and to make duty the defining principle of their lives. Shri Chouhan said Prime Minister Shri Narendra Modi has envisioned a developed India, and it is the collective responsibility of all to transform that vision into resolve, capability and success. He expressed confidence that all those associated with agriculture and rural development will work together and make their best contribution towards building a prosperous, empowered, self-reliant and developed India.

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