

**Govind Ballabh Pant University of Agriculture and Technology
Pantnagar, District- Udham Singh Nagar (Uttarakhand)**

117th Farmers' Fair concludes with prize distribution

Pantnagar. March 10, 2025. The closing and prize distribution ceremony of the four-day 117th All India Farmers' Fair and Agro-Industrial Exhibition was organized today in the convocation ground of the university. The chief guest of the ceremony was District Magistrate of Udham Singh Nagar Shri Nitin Singh Bhadauria along with the Vice-Chancellor of the University Dr. Manmohan Singh Chauhan, Director Administration and Monitoring Shri B.S. Chalal, Comptroller Mrs. Abha Garkhal, Director Extension Education, Dr. Jitendra Kwatra and Director Research, Dr. A.S. Nain were present on the dais.

Chief Guest Shri Nitin Singh Bhadauria said that till the income of farmers does not increase, overall development is not possible. He stressed the need to pay special attention to sustainable agricultural practices, blockchain technology, farm-to-food agriculture chain and doubling the income of farmers. He motivated farmers to adopt innovations and modern techniques and explained that the inclusion of technology can increase both agricultural production capacity and profit. He made a special mention of Deval village, which is moving towards becoming a fully organic village by adopting organic farming.

Vice-Chancellor Dr. Manmohan Singh Chauhan said in his address that the university is making special efforts to connect farmers with digital platforms. He informed that WhatsApp groups have been created for farmers, so that they can get important information related to agriculture, new technologies, market news and information about government schemes directly on mobile. He also informed that during this farmers' fair, more than 1,000 farmers were benefited every day through seminars. In these seminars, experts gave detailed information on advanced agricultural techniques, organic farming, integrated agricultural system, water conservation techniques and smart farming methods.

Giving information about the four-day 117th Farmers' Fair at the beginning of the program, Dr. Jitendra Kwatra said that seeds, plants and agricultural literature worth about 30 lakhs of the university were sold. He said that about 385 small and big stalls of various firms, universities and other government institutions were set up in this fair and more than 25 thousand registered and unregistered farmers visited the fair.

He said that an example was presented of a woman farmer of Almora earning an income of 2 to 3 lakh rupees by selling momos prepared from mandua and mushrooms, which gave a new direction to women entrepreneurship. At the same time, a Sahiwal cow was auctioned for a record 1 lakh 1 thousand rupees, which was a historic moment of the fair. An income of 5 to 6 lakh rupees was earned from the stall of agriculture related books in the fair. Apart from this, 'Hello Mandi' startup gave information to the farmers about marketing and marketing of their produce in the market. This time, free health checkup facility was also made available in the farmers' fair, which gave farmers an opportunity to become aware of their health. A special Kisan Gosthi was organized to adopt alternative crops in place of summer rice, in which experts shared information on modern agricultural techniques. The giant gourd grown by a farmer from Haryana was also the center of attraction.

In the closing ceremony of the four-day farmers' fair being held in the university, various competitions organized in the farmers' fair and selected stalls displayed were awarded today. M/s Punjab Motors, Rudrapur was awarded for the best stall and M/s Manraj Agro Industries, Gadarpur was awarded for the best exhibition. On this occasion, the Mahila Club was awarded for providing nutritious food to the farmers in the fair, and the security officer of the university and his team were awarded for strengthening the security arrangements. Apart from this, on this occasion, prizes were also given to the participants who secured various positions in the animal exhibition and other competitions organized in the farmers' fair. Also, stalls of different categories set up in the fair were awarded on the basis of their performance and sales. In the closing ceremony, Dr. A.S. Nain thanked everyone at the end of the program. On this occasion, all the Deans, Directors, Heads of Departments, Faculty members, students and farmers of the University were present.



Chief Guest Mr. Nitin Singh Bhadoria addressing the farmers' fair.



Vice-Chancellor, Dr. Manmohan Singh Chauhan and Chief Guest presenting the award for the Best Stall to M/s Punjab Motors, Rudrapur.



District Magistrate Udham Singh Nagar Mr. Nitin Singh Bhadoria and other officials visiting the farmers' fair.

Director Communication