

**INFORMATION, EDUCATION & COMMUNICATION (IEC)
ACTIVITIES UNDER CROP RESIDUE MANAGEMENT (CRM)
PROJECT UNDER ICAR THROUGH KVKs
A ROADMAP FOR 2023-24**



**ICAR-AGRICULTURAL TECHNOLOGY APPLICATION RESEARCH INSTITUTE
ZONE-I, LUDHIANA-141 004, PUNJAB**



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BACKGROUND

The states of Punjab, Haryana and western Uttar Pradesh are major contributors to the national food basket for paddy and wheat. Management of paddy residue has emerged as a major challenge to the contemporary agriculture in the region as paddy is cultivated in about 4.2 million ha in Punjab and Haryana alone produces huge amount of crop residue. Farmers generally resort to burning of this paddy straw in the field itself. This enormous burning, that to with a span of fifteen days, leads to atmospheric pollution problems, massive nutritional losses and deterioration of physical and biological health of the soil. The estimates suggest that setting fire to mere one tone of paddy straw emits 3 kg PM, 60 kg CO, 1460 kg CO₂, 199 kg ash and 2 kg SO₂. These gases and the resultant decline in air quality adversely affect human and animal health causing and aggravating many diseases. Due to the narrowness of the window between the paddy harvesting and wheat sowing, it is essential to design the best strategies for in-situ crop residue management to enable burning free agriculture in the region.

Realizing the extent and significance of the problem of crop residue burning, Ministry of Agriculture & Farmers' Welfare, Government of India launched the Central Sector Scheme on “Promotion of agricultural mechanization for In-situ management of crop residue in the state of Punjab, Haryana, Uttar Pradesh and NCT of Delhi” with the budget outlay of Rs. 1152 Crores for 2018-19 and 2019-20. However, the Government of India is continuing this scheme beyond 2019-20 and more than Rs. 3000 crores allocated so far under this scheme. The scheme aims at holistic promotion of agricultural mechanization for in-situ management of crop residue through awareness and capacity building. Under this scheme, farm machinery on 50% financial assistance was provided to the individual farmers and provision for establishing Farm Machinery Banks or Custom Hiring Centres of crop residue management machinery (subsidy 80% of the project cost).

The ICAR through KVKs has been entrusted the responsibility for executing the Information, Education and Communication (IEC) activities under CRM project. There are 60 KVKs of Punjab (22 KVK) , Haryana (14 KVKs), Delhi (one KVK)

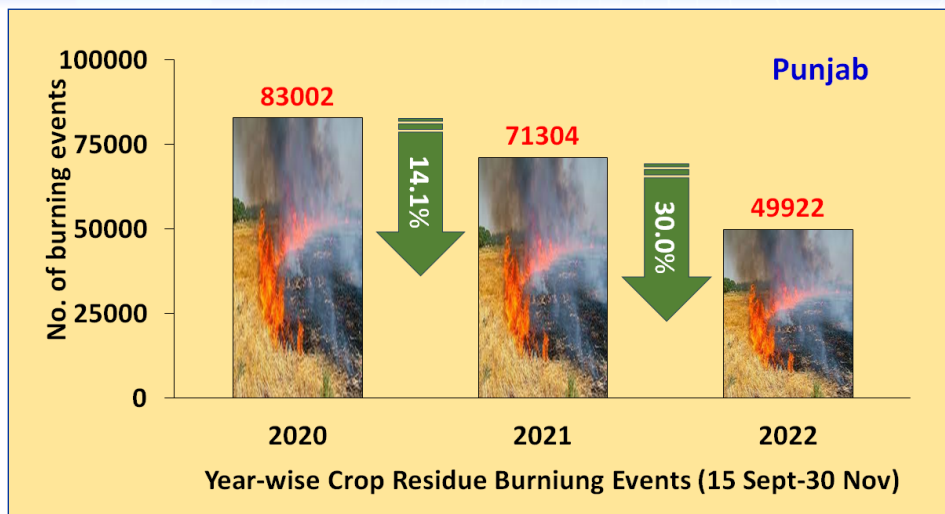


and Uttar Pradesh (23 KVK) are extensively campaigning against paddy residue burning since 2018-19 by organising various activities like awareness camps at village, block, and district levels; mobilising school and college students; Kisan Melas; capacity building of tractor and machine operators and other stakeholders by conducting hands on training; use of print and electronic media including social media, etc; KVKs are also involving elected representatives of Panchayats, religious leaders, religious institutions, NGOs, entrepreneurs, etc in this campaign. Under this scheme, financial assistance to KVKs also provided for procurement of CRM machinery for conducting the demonstration and hands on training to the stakeholders. More than 1150 machines procured by KVK during last five year under this project.

Achievements of Major IEC Activities under CRM Project from 2018-19 to 2022-23

S. No.	Major IEC activities	No. of Activities	No. of farmers benefitted
1.	Awareness programmes (Village Panchayat/ Block/ District Level)	3,898	2,99,005
2.	Training Programmes	1,342	46,568
3.	Kisan Melas on CRM	349	7,95,156
4.	Mobilization of schools and colleges students through essay, painting competition, debate, Prabhat Pheris, Nukkar Natak, rallies, etc.	1,637	2,00,665
5.	Demonstrations on CRM by machinery (1 ha)	72,364	1,30,458
6.	Demonstrations on Bio-decomposer Tech. (1 ha)	4,271	8,803
7.	Exposure visits	901	36,451
8.	Field/Harvest days	1,031	54,052
	Total	-	15,71,158

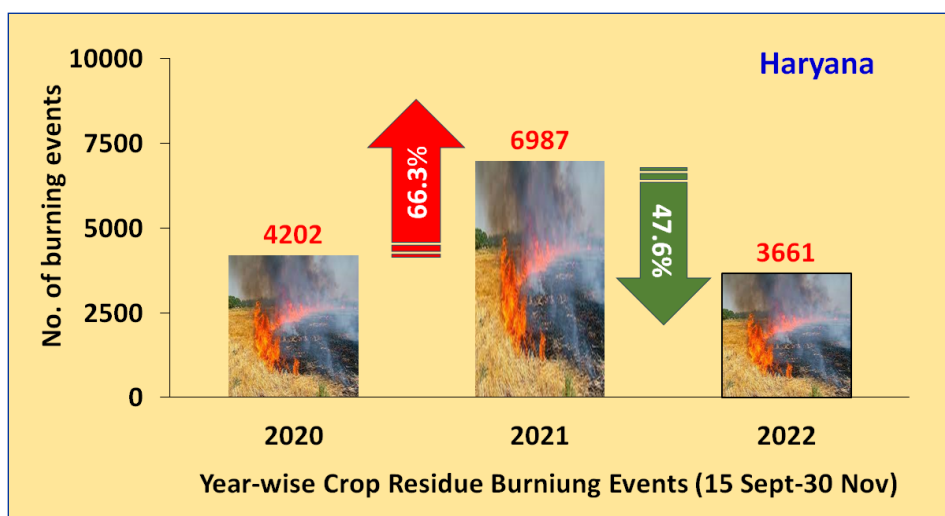
During the period from September 15 to November 30 in 2020, Punjab witnessed a total of 83,002 active burning events. This number decreased to 71,304 in 2021, marking a reduction of 14.09%. Furthermore, in 2022, the recorded burning events dropped significantly to 49,922, representing a substantial reduction of 30.0%

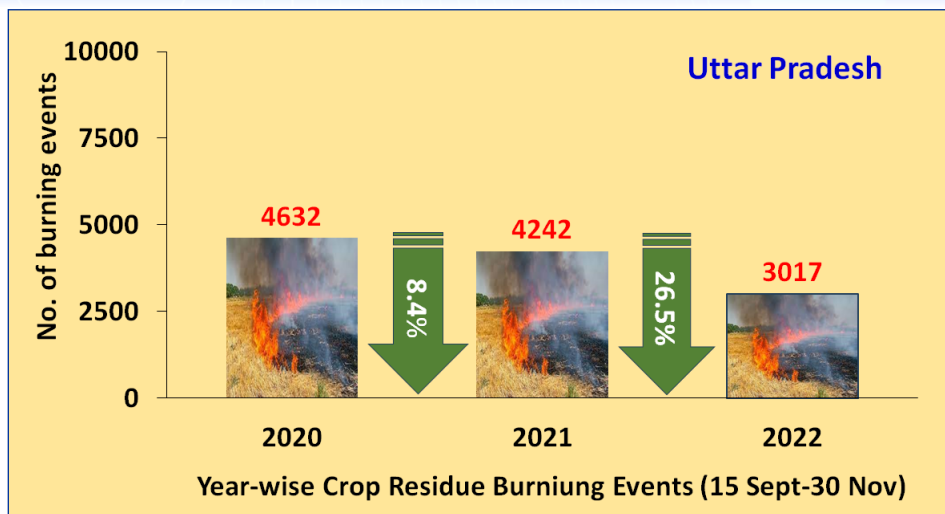


compared to the previous year.

In case of Haryana, a total of 4202 active burning events recorded in 2020 and increased to 6987 in 2021, an increase of 66.3%. However, in 2022, the active burning events reduced to 3661 which is 47.6% reduction as compared to 2021.

As far as Uttar Pradesh is concerned, it witnessed a total of 4632 active burning events. This number decreased to 4242 in 2021, marking a reduction of 8.4%. In 2022, the recorded burning events further dropped to 3117, representing a substantial reduction of 26.5% compared to the previous year.





As far as Uttar Pradesh is concerned, it witnessed a total of 4632 active burning events. This number decreased to 4242 in 2021, marking a reduction of 8.4%. In 2022, the recorded burning events further dropped to 3117, representing a substantial reduction of 26.5% compared to the previous year.



RESIDUE BURNING HOTSPOTS

PUNJAB

Punjab's burning issue is primarily concentrated in 12 districts, accounting for nearly **86%** of the state's total burning incidents. These districts have been designated as the **"Red Zone."** Additionally, there are 5 districts in contributing approximately **12%** of the total burning events, being categorized as the **"Orange Zone."** The remaining 5 districts make only a

District-wise Burning Events in Punjab during 2022 (15 Sep - 30 Nov)

S. No.	District	No. of burning events	Burning events (%)
1.	Sangrur	5,916	85.80%
2.	Bathinda	4,592	
3.	Ferozepur	4,558	
4.	Muktsar	3,884	
5.	Moga	3,609	
6.	Patiala	3,395	
7.	Tarn Taran	3,184	
8.	Barnala	2,910	
9.	Mansa	2,815	
10.	Faridkot	2,693	
11.	Ludhiana	2,682	
12.	Fazilka	2593	
	Total	42,831	
13.	Amritsar	1,542	12.44%
14.	Jalandhar	1,388	
15.	Kapurthala	1,279	
16.	Fatehgarh Sahib	1,149	
17.	Gurdaspur	854	
	Total	6,212	
18.	SBS Nagar	270	1.76%
19.	Hoshiarpur	259	
20.	Rupnagar	246	
21.	SAS Nagar (Mohali)	103	
22.	Pathankot	1	
	Total	879	
	Grand Total	49,922	100



minimal contribution of <2% to burning events and are classified as the **"Green Zone."**

Haryana & Delhi

Haryana & Delhi's burning issue is primarily concentrated in 07 districts, accounting for nearly **85%** of the state's total burning incidents. These districts have been designated as the **"Red Zone."** Additionally, there are 5 districts in contributing approximately **14%** of the total burning events, being categorized as the **"Orange Zone."** The remaining 3 districts make only a minimal contribution of <1% to burning events and are classified as the **"Green Zone."**

District-wise Burning Events in Haryana & Delhi during 2022 (15 Sep - 30 Nov)

S. No.	District	No. of burning events	Burning events (%)
1.	Fatehabad	767	84.99%
2.	Kaithal	641	
3.	Jind	533	
4.	Sirsa	305	
5.	Kurukshetra	302	
6.	Karnal	301	
7.	Ambala	226	
	Total	3,075	
1.	Yamunanagar	155	14.26%
2.	Hisar	115	
3.	Sonipat	94	
4.	Panipat	84	
5.	Rohtak	68	
	Total	516	
1.	Delhi	10	0.75%
2.	Bhiwani	9	
3.	Jhajjar	8	
	Total	27	
	Grand Total	3,618	100

Uttar Pradesh

Uttar Pradesh's burning issue is primarily concentrated in 11 districts, accounting for nearly **81%** of the state's total burning incidents. These districts have been designated as the **"Red Zone."** Additionally, there are 7 districts in contributing approximately **15%** of the total burning events,



being categorized as the **"Orange Zone."** The remaining 5 districts make only a minimal contribution of **4%** to burning events and are classified as the **"Green Zone."**

District-wise Burning Events in **Uttar Pradesh** during 2022 (15 Sep - 30 Nov)

S. No.	District	No. of burning events	Burning events (%)
1.	Shahjahanpur	327	80.95%
2.	Maharajganj	190	
3.	Lakhimpur Kheri	168	
4.	Pilibhit	155	
5.	Rampur	108	
6.	Hardoi	83	
7.	Bareilly	73	
8.	Etawah	69	
9.	Kanpur Dehat	67	
10.	Barabanki	61	
11.	Raibareilly	59	
	Total	1,360	
1.	Siddharthnagar	49	14.82%
2.	Jaunpur	40	
3.	Saharanpur	37	
4.	Bulandsahar	32	
5.	Muzafarnagar	31	
6.	Azamgarh	30	
7.	Mathura	30	
	Total	249	
1.	Bijnor	25	4.23%
2.	Bahraich	23	
3.	Chandauli	15	
4.	Etah	8	
5.	Varanasi	0	
	Total	71	
	Grand Total	1,680	100

Our strategy for crop residue management in the districts classified as **"Red Zone"** will focus on specific blocks and villages within these districts. In the **"Orange Zone"**, our approach will be village-centric, targeting individual villages. Conversely, in the **"Green Zone"**, we will adopt a more personalized approach, targeting individual farm families to address the burning issue effectively.

ROAD MAP FOR 2023-24

- ✓ Stakeholders' Meet
- ✓ Parali Prabandhan Chetna Yatra on CRM (October 04-19, 2023)
- ✓ Technology Sensitization-cum-Awareness Pakhwara on CRM (October 01-15, 2023) and IEC activities
- ✓ Establishing strategic/learning platforms of CRM technologies at KVK farm & farmer's field
- ✓ Series of e-publication/episodes covering successful cases of residue management through print/electronic media
- ✓ Development of documentary on CRM
- ✓ Compilation of Journey of Excellence/Learning Experiences on CRM
- ✓ Sensitizing farmers' towards 'Carbon/Green Credits' and exploring the possible collaborations



PARALI PRABANDHAN CHETNA YATRA (OCTOBER 04-19, 2023)

1. Press Conference for launching the 'Parali Prabandhan Chetna Yatra'.
2. Grouping of neighbouring districts and organizing Regional Mela on Crop residue Management at identified hotspot.
3. Identifying locations/ places for organizing District level Programmes as Running Awareness Campaign for sensitizing farmers against residue burning

Activities	Punjab	Haryana	Uttar Pradesh
Regional Mela on CRM	6	3	6
Running Awareness Campaign on CRM	16	11	17

Sr. No.	Grouping of different district in a region	Organization of Regional Mela on CRM at Hotspot	Running Awareness Campaign
Punjab			
1.	Region 1: Amritsar, Gurdaspur, Pathankot & Tarn Taran	Amritsar (04.10.2023)	• Gurdaspur (05.10.2023) • Pathankot (05.10.2023) • Tarn Taran (05.10.2023)
2.	Region 2: Jalandhar, Kapurthala & Hoshiarpur	Jalandhar (06.10.2023)	• Kapurthala (05.10.2023) • Hoshiarpur (05.10.2023)
3.	Region 3: Ludhiana, SBS Nagar & Rupnagar	Ludhiana (09.10.2023)	• SBS Nagar (08.10.2023) • Rupnagar (08.10.2023)
4.	Region 4: Ferozpur, Moga, Faridkot & Fazilka	Ferozpur (12.10.2023)	• Moga (10.10.2023) • Faridkot (10.10.2023) • Fazilka (11.10.2023)
5.	Region 5: Bathinda, Barnala, Muktsar & Mansa	Bathinda (16.10.2023)	• Barnala (13.10.2023) • Muktsar (14.10.2023) • Mansa (18.10.2023)
6.	Region 6: Sangrur, Fatehgarh Sahib, SAS Nagar & Patiala	Sangrur (19.10.2023)	• Fatehgarh Sahib (17.10.2023) • SAS Nagar (17.10.2023) • Patiala (18.10.2023)

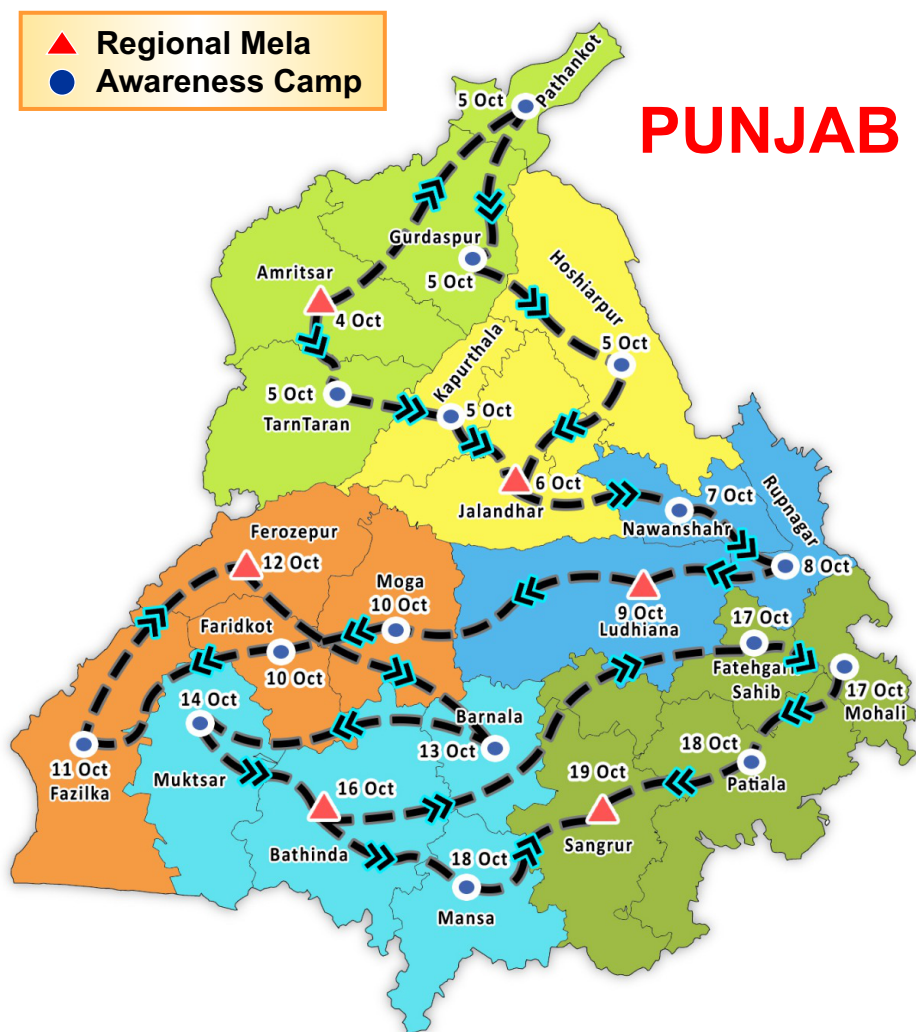


Sr. No.	Grouping of different district in a region	Organization of Regional Mela on CRM at Hotspot	Running Awareness Campaign
Haryana			
1.	Region 1: Ambala, Yamuna Nagar, Kurukshetra, Kaithal, Karnal	Karnal (07.10.2023)	- Ambala (03.10.2023) - Yamuna Nagar (04.10.2023) - Kurukshetra (05.10.2023) - Panipat (09.10.2023) - Kaithal (06.10.2023)
2.	Region 2: Panipat, Jind, Fatehabad, Sirsa, Hisar	Fatehabad (11.10.2023)	- Jind (10.10.2023) - Sirsa (12.10.2023) - Hisar (13.10.2023)
3.	Region 3: Bhiwani, Jhajjar Sonipat, Rohtak	Rohtak (19.10.2023)	- Bhiwani (16.10.2023) - Jhajjar (17.10.2023) - Sonipat (18.10.2023)
Uttar Pradesh			
1.	Region 1: Muzaffarnagar, Saharanpur, Bijnor, Rampur, Bulandshahar	Muzaffarnagar (04.10.2023)	- Saharanpur (05.10.2023) - Bijnor (05.10.2023) - Rampur (05.10.2023) - Bulandshahar (06.10.2023)
2.	Region 2: Mathura, Etah, Etawah	Mathura (07.10.2023)	- Etah (08.10.2023) - Etawah (08.10.2023)
3.	Region 3: Shahjahanpur, Kanpur Dehat, Hardoi, Bareilly, Pilibhit	Shahjahanpur (10.10.2023)	- Kanpur Dehat (09.10.2023) - Hardoi (09.10.2023) - Bareilly (11.10.2023) - Pilibhit (11.10.2023)
4.	Region 4: Bahraich, Lakhimpur-Khiri, Barabanki, Raebareli	Bahraich (13.10.2023)	- Lakhimpur-Khiri (12.10.2023) - Barabanki (14.10.2023) - Raebareli (14.10.2023)
5.	Region 5: Varanasi, Jaunpur, Chandauli, Azamgarh	Varanasi (16.10.2023)	- Jaunpur (15.10.2023) - Chandauli (17.10.2023) - Azamgarh (17.10.2023)
6.	Region 6: Siddharthnagar, Maharajganj	Siddharthnagar (19.10.2023)	Maharajganj (18.10.2023)



DEPICTION OF HOT SPOTS AND ROUTE MAP FOR RUNNING AWARENESS CAMPAIGNS

The 'Parali Prabandhan Chetna Yatra' will commence from
04.10.2023 and culminate on 19.10.2023.



- 1000-1500 farmers for each Regional Kisan Mela
- 500-800 farmers for each Running Awareness Campaign



DEPICTION OF HOT SPOTS AND ROUTE MAP FOR RUNNING AWARENESS CAMPAIGNS

The 'Parali Prabandhan Chetna Yatra' will commence from
04.10.2023 and culminate on 19.10.2023.

- ▲ Regional Mela
- Awareness Camp

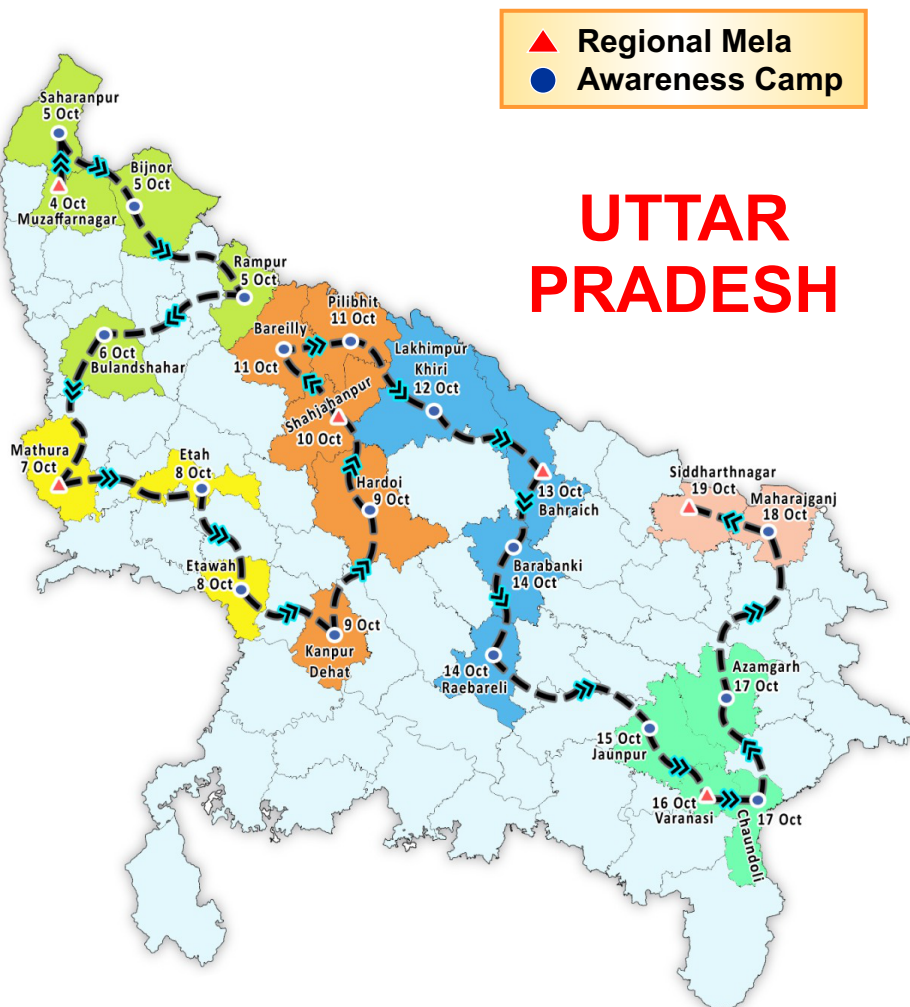


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DEPICTION OF HOT SPOTS AND ROUTE MAP FOR RUNNING AWARENESS CAMPAIGNS

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- 1000-1500 farmers for each Regional Kisan Mela
- 500-800 farmers for each Running Awareness Campaign

TECHNOLOGY SENSITIZATION-CUM-AWARENESS PAKHWARA (OCTOBER 01-15, 2023)

- Capacity building of CHCs/farmers
- F2FE through Champion/Successful farmers
- Stakeholders meeting
- Sensitisation through Panchayats representatives, Aanganwaadi workers, religious leaders, etc
- Use of mobile vans, radio, TV, short video/documentary films etc. to create awareness and reach the last mile
- School/college students: Debate/Quiz/Painting/Slogan competition
- Distribution of leaflets/pamphlets, extension literature, publicity in local newspapers
- Wall writing/Hoarding/Poster/Banners at strategic locations



IEC EFFORTS TO LAST MILE (2023-24)

The KVKs will take proactive measures to organize a series of Information, Education, and Communication (IEC) activities within these villages, with a strong emphasis on effective crop residue management. The primary goal is to extend these initiatives to farmers who have not yet been reached by such programs. In this endeavour, close collaboration with the state department of agriculture is essential to ensure maximum outreach and impact.

IEC activities	No.	Beneficiary
Awareness Programs (Village/Block/District)	533	46,904
Mobilisation of School & College students	305	48,800
Kisan Melas	63	1,26,000
Exposure visits	245	9,800
Field/Harvest days	200	9,500
Capacity Building 5 days Training Program	180	4,500
Demonstrations on CRM Machinery (1 ha each)	10,100	25,250
Demonstrations of bio-decomposer (1 ha each)	2,400	6,000
Other activities: Social media (WhatsApp, facebook, YouTube etc); Advertisement in Print media; Column/articles in newspaper, magazines; Wall writing/Hoarding/Poster/ Banners at strategic locations; Publicity material - leaflets/pamphlets etc.; Panel discussions on TV	—	5,40,832
Total		8,17,586

Note: For state-wise IEC activities, please see Annexure-1.

ESTABLISHING STRATEGIC/LEARNING PLATFORMS OF CRM TECHNOLOGIES

To demonstrate the impact of different CRM technologies towards residue management, vis-a vis improvisation in soil health, yield gains and better ecosystem services, it has been decided to establish Strategic/Learning Platforms, one each at KVK farm and farmer's field, by all the 60 implementing KVKs of CRM project. This will help in comparing the real-time impact of all the demonstrated technologies with common farm management practices, and also to appraise their adaptation potential against aberrant weather situations (eg. Terminal heat stress, unseasonal rainfall etc.) under the changing climate scenario.

Note:

- Replicated (3 replicates/field) and Depth-wise (0-5cm, 0-15cm, 15-30cm, 30-60 cm) soil sampling is to be done to estimate the soil fertility status (macro- and micro- nutrients), soil pH, EC and BD etc. (**Action:** All KVKs)
- To reduce the experimental error, all the collected samples from each KVK and farmer's field (as decided within district) will be analyzed at selected KVKs having best analytical/laboratory facility (**Action:** to be decided by DEEs of Host Organizations)





Establishing Strategic/Learning Platforms of CRM Technologies

KVK Farm (Punjab)

S. No.	Name of KVK	Happy Seeder	Smart Seeder	Super Seeder	Surface Seeding	Zero Till	Any Other (Pl. Specify)
1.	Amritsar						
2.	Bathinda						
3.	Faridkot						
4.	Fatehgarh Sahib						
5.	Ferozepur						
6.	Gurdaspur						
7.	Hoshiarpur						
8.	Jalandhar						
9.	Kapurthala						• RVP + Mulcher; • Baling + Rotavator
10.	Ludhiana						
11.	Mansa						
12.	Moga						
13.	Muktsar						
14.	Nawanshahar						
15.	Pathankot						
16.	Patiala						
17.	Ropar						
18.	Sangrur						Rotavator
19.	Barnala						
20.	Mohali						
21.	Tarn Taran						Mulcher + Happy Seeder
22.	Fazilka						

Note: Additional one demonstration plot on **Conventional Method (farmer's practice)** will also be kept for comparison purpose.



Establishing Strategic/Learning Platforms of CRM Technologies

Farmer's Field (Punjab)

S. No.	Name of KVK	Happy Seeder	Smart Seeder	Super Seeder	Surface Seeding	Zero Till	Any Other (Pl. Specify)
1.	Amritsar						
2.	Bathinda						
3.	Faridkot						
4.	Fatehgarh Sahib						
5.	Ferozepur						
6.	Gurdaspur						
7.	Hoshiarpur						
8.	Jalandhar						Mulcher + RMB Plough
9.	Kapurthala						RVP + Mulcher
10.	Ludhiana						RMB Plough
11.	Mansa						
12.	Moga						
13.	Muktsar						
14.	Nawanshahar						
15.	Pathankot						
16.	Patiala						
17.	Ropar						
18.	Sangrur						Mulcher + RMB Plough
19.	Barnala						
20.	Mohali						Mulcher + RMB Plough
21.	Tarn Taran						Mulcher + Happy Seeder
22.	Fazilka						Mulcher + RMB Plough

Note: Additional one demonstration plot on **Conventional Method (farmer's practice)** will also be kept for comparison purpose.

Establishing Strategic/Learning Platforms of CRM Technologies

KVK Farm (Haryana & Delhi)

S. No.	Name of KVK	Happy Seeder	Smart Seeder	Super Seeder	Surface Seeding	Zero Till	Any Other (Pl. Specify)
1.	Ambala						Residual removal + Conventional
2.	Bhiwani						No paddy area at KVK farm
3.	Delhi						Mulcher
4.	Fatehabad						
5.	Hisar						There is no paddy area at KVK farm
6.	Jhajjar						Rotavator
7.	Jind						Rotavator
8.	Kaithal						• Rotavator • Mulcher/Cutter
9.	Karnal						Decomposer
10.	Kurukshetra						
11.	Panipat						• DSR-ZT • DSR-Super seeder • DSR- Happy seeder
12.	Rohtak						Decomposer
13.	Sonipat						• MB plough • Mulcher
14.	Sirsa						
15.	Yamunanagar						

Note: Additional one demonstration plot on **Conventional Method (farmer's practice)** will also be kept for comparison purpose.





Establishing Strategic/Learning Platforms of CRM Technologies

Farmer's Field (Haryana & Delhi)

S. No.	Name of KVK	Happy Seeder	Smart Seeder	Super Seeder	Surface Seeding	Zero Till	Any Other (Pl. Specify)
1.	Ambala						Residual removal + Conventional
2.	Bhiwani						• DSR-ZT • Rotavator
3.	Delhi						• Mulcher • Rotavator
4.	Fatehabad						MB Plough
5.	Hisar						
6.	Jhajjar						Rotavator
7.	Jind						Mulcher
8.	Kaithal						Mulcher/Cutter
9.	Karnal						Decomposer
10.	Kurukshetra						
11.	Panipat						• DSR-ZT • DSR-Super seeder
12.	Rohtak						Decomposer
13.	Sonipat						• MB plough + Rotavator • Decomposer
14.	Sirsa						• MB plough + Rotavator
15.	Yamunanagar						

Note: Additional one demonstration plot on **Conventional Method (farmer's practice)** will also be kept for comparison purpose.





Establishing Strategic/Learning Platforms of CRM Technologies

KVK Farm (Uttar Pradesh)

S. No.	Name of KVK	Happy Seeder	Smart Seeder	Super Seeder	Surface Seeding	Zero Till	Any Other (Pl. Specify)
1.	Azamgarh-I						• RMB plough • Mulcher
2.	Bahraich-I						• Baler/ ex-situ
3.	Barabanki						• Mulcher • RMB Plough
4.	Bareilly						
5.	Bijnor						• Mulcher + RMB plough Chopper
6.	Bulandshahr						• Mulcher
7.	Chandauli						• Mulcher • RMB Plough
8.	Etah						• Mulcher
9.	Etawah						• Rotavator • RMB Plough
10.	Hardoi-I						• Mulcher • RMB Plough
11.	Jaunpur-I						• Mulcher • RMB Plough
12.	Jaunpur-II						
13.	Kanpur Dehat						• Mulcher • Spreader
14.	Lakhimpur Khiri-I						• Mulcher • Spreader • RMB Plough
15.	Maharajganj						• RMB Plough • Mulcher
16.	Mathura						• Mulcher
17.	Muzaffarnagar -II						• Mulcher
18.	Pilibhit						• Mulcher + • Rotary slasher
19.	Raebareli-I						• RMB Plough
20.	Rampur						
21.	Shahjahanpur						• Baler
22.	Saharanpur						• Cutter cum Spreader
23.	Siddharthnagar						• Rotavator
24.	Varanasi						• RMB Plough

Note: Additional one demonstration plot on **Conventional Method (farmer's practice)** will also be kept for comparison purpose.



Establishing Strategic/Learning Platforms of CRM Technologies

Farmer's Field (Uttar Pradesh)

S. No.	Name of KVK	Happy Seeder	Smart Seeder	Super Seeder	Surface Seeding	Zero Till	Any Other (Pl. Specify)
1.	Azamgarh-I						• Mulcher • MB plough
2.	Bahraich-I						• Baler/ ex-situ
3.	Barabanki						• Mulcher • RMB Plough
4.	Bareilly						• RMB Plough
5.	Bijnor						• Mulcher • RMB plough
6.	Bulandshahr						• Mulcher
7.	Chandauli						• Mulcher • RMB Plough
8.	Etah						• Mulcher
9.	Etawah						• Mulcher & Rotavator • RMB Plough
10.	Hardoi-I						• Mulcher • RMB Plough
11.	Jaunpur-I						• Mulcher • RMB Plough
12.	Jaunpur-II						• RMB Plough
13.	Kanpur Dehat						• Mulcher & Rotavator • MB Plough
14.	Lakhimpur Khiri-I						• Mulcher • RMB Plough
15.	Maharajganj						
16.	Mathura						• Rotavator • Mulcher
17.	Muzaffarnagar -II						• Mulcher
18.	Pilibhit						• Mulcher • Rotary slasher
19.	Raebareli-I						• Rotavator
20.	Rampur						
21.	Shahjahanpur						• Baler
22.	Saharanpur						• Mulcher • RMB Plough
23.	Siddharthnagar						• Mulcher • Rotavator
24.	Varanasi						• RMB Plough • Mulcher & Rotavator

Note: Additional one demonstration plot on **Conventional Method (farmer's practice)** will also be kept for comparison purpose.

DELIVERABLE TARGETS 2023-24

OUTPUT

- More than 10 lakh farmers will be mobilised against residue burning through various IEC activities.
- About 25,000 ha area will be brought under residue management.
- About 250 villages will be targeted as 'Burning Free Villages'.
- Significant reduction in burning events is expected.

OUTCOME

- Reduction in cost of cultivation
- Improvement in soil health
- Saving of irrigation water
- Better ecosystem services

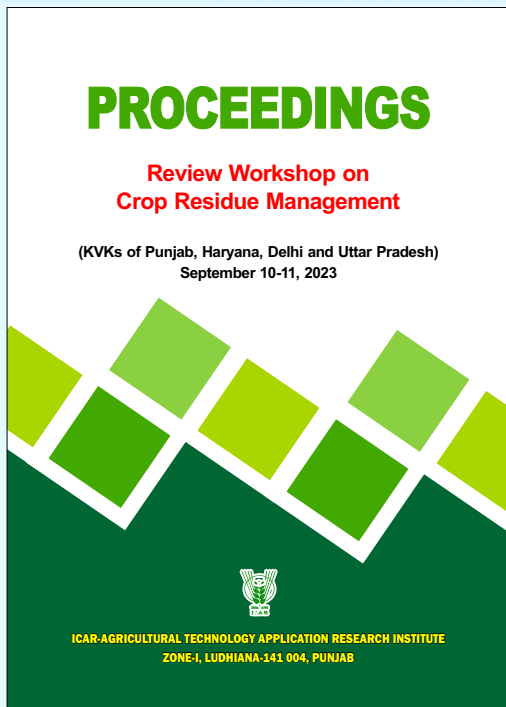




ANNEXURE

IEC Activities by CRM Implementing KVKs during 2023-24

IEC Activities	Punjab		Haryana		Uttar Pradesh		Total	
	No.	Beneficiary	No.	Beneficiary	No.	Beneficiary	No.	Beneficiary
Awareness Programs (Village/Block/District)	250	22,000	105	9,240	178	15,664	533	46,904
Mobilisation of School & College students	125	20,000	75	12,000	105	16,800	305	48,800
Kisan Melas	25	50,000	15	30,000	23	46,000	63	1,26,000
Exposure visits	125	5,000	60	2,400	60	2,400	245	9,800
Field/Harvest days	100	7,000	30	750	70	1,750	200	9,500
Capacity Building 5-days Training Program	70	1,750	45	1,125	65	1,625	180	4,500
Demonstrations on CRM Machinery (1 ha each)	6,000	15,000	1,800	4,500	2,300	5,750	10,100	25,250
Demonstrations of bio-decomposer (1 ha each)	100	250	750	1,875	1,550	3,875	2,400	6,000
Other activities: social media (WhatsApp, facebook, YouTube etc); Advertisement in Print media; Column/articles in newspaper, magazines; Wall writing/Hoarding/Poster/Banners at strategic locations; Publicity material - leaflets/ pamphlets etc.; Panel discussions on TV	-	2,50,000	-	38,880	-	2,51,952	-	5,40,832
Total		3,71,000		1,00,770		3,45,816		8,17,586



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