

Programme

- 09:30-10:00 Registration
10:00-10:30 Inauguration
Lectures
10:30-11:00 Innovative practices in agriculture
11:00-12:00 Indigenous animal husbandry practices
12:00-13:00 Ornamental fish culture
Lunch: 13:00-14:00
14:00-15:00 Mushroom production
15:00-16:00 Basic plant propagation techniques

ORGANIZING COMMITTEE

Chairman

Dr. M. Anandaraj

Director

ICAR- Indian Institute of Spices Research
Marikunnu -673 012, Kozhikode

General Conveners

1. **Dr. B. Sasikumar**

Head Div. of Crop Improvement
& Biotechnology
ICAR-IISR, Kozhikode

2. **Dr. T. John Zachariah**

Head, Div. of Crop Production & PHT
ICAR-IISR, Kozhikode

Members

1. **Dr. R. Jayaprakash**

Secretary General
Swasraya Bharat 2015

2. **Mr. Shanoj P. B.**

Organizing Secretary
Swasraya Bharat 2015

STEERING COMMITTEE

Chairman

Mr. N. Prasanth, IAS

District Collector
Kozhikode district

Contact for further information

Dr. P. Ratha Krishnan

Programme Coordinator
ICAR-Krishi Vigyan Kendra (ICAR-IISR)
Peruvannamuzhi PO, Kozhikode- 673 528
Tel: 0496- 2666041
Email: kvk@spices.res.in
web: www.kvkcalticut.gov.in



SWASRAYA **BHARAT
2015**

Awareness Seminar on **ATTRACTING AND RETAINING YOUTH IN AGRICULTURE (ARYA)**

Organized by

**ICAR- INDIAN INSTITUTE OF SPICES RESEARCH
KOZHIKODE, KERALA**

**Swadeshi Science Movement
Kerala**

on
16 SEPTEMBER 2015

Venue



**ICAR-KRISHI VIGYAN KENDRA
PERUVANNAMUZHI, KOZHIKODE, KERALA, INDIA**



About the seminar

The seminar is intended to attract and retain youth in agriculture, albeit the exodus of youth to cities in search of employment. Hence, it is essential to rein in the youth of this country by making agriculture economically and intellectually attractive. Catch them young is the mantra here. The youth will make agriculture a profession only if it becomes lucrative. To make this a reality we need to transform agriculture from purely subsistence to commercial venture, so that interested youth can undertake agriculture as a business that can help them earn enough income to prosper. Besides, there is a challenge of retaining youngsters in agriculture due to various socio-economic factors, including profitability in agricultural pursuits. The future of food security in our country depends overly on attracting the educated youth to farming and allied professions such as animal husbandry, inland and marine fisheries, agro-forestry, agro-processing and agri-business. It has become essential to reorient agricultural practices to make them economically rewarding for the youth. So the immediate task at hand is to articulate a new vision of agriculture that can be attractive to the young people and align with their aspirations and interests. The seminar will focus on a few important topics that showcase various facets of Indian agriculture viz., Ornamental fish culture, Soil health management, Animal husbandry and Urban horticulture to be delivered by eminent scientists.

About Swadeshi Science Movement

Swasraya Bharat (SB), an annual science Expo, conducted by Swadeshi Science Movement, Kerala (SSMK) is basically a Science & Technology exhibition, designed to give insights into the extent of scientific advancements and achievements of the R&D organizations of our country, to the students and public alike. Institutions across the board participate in the Expo along with various departments of Government of India. Swadeshi Science Movement – Kerala (SSMK) is the state level unit of Vijnana Bharati, a leading science movement in India. Its motto is 'Science and Technology for Social Harmony'. SSMK is a popular Science Movement dedicated for the overall development of our country through the intervention of Science and Technology. It has been functioning since 1989, focusing on science popularization for social development. The main activities of Swadeshi Science Movement aim at fostering multidisciplinary approach to local problems and promotion of India's scientific heritage. It has been bestowed with many awards, including the prestigious National Award for Outstanding efforts in the field of Science and Technology Communication (2006-'07) by Ministry of Science and Technology, Government of India and Jawaharlal Nehru Prize (2005-'06) for Science Popularization by Hon. Prime Minister of India.

About ICAR- Krishi Vigyan Kendra, Kozhikode

Krishi Vigyan Kendra, Kozhikode (Calicut) was established in 1992 under the ICAR-Indian Institute of Spices Research at Peruvannamuzhi, 60 km away from the district headquarters, Kozhikode. The Kendra is working with the mandates of conducting on farm testing trials for identifying technologies in terms of location specific sustainable land use systems, organising front line demonstrations on various crops to generate production data and feedback information in farmers' fields and conducting trainings in agriculture and allied fields for the farmers and rural youth with emphasis on learning by doing for higher farm production and generating self-employment opportunities to the youth. Trainings are also organised for extension personnel to update them with the latest developments in agricultural research. The KVK has won the award for the best KVK in the South Zone for the year 2011 given by Indian Council of Agricultural Research, New Delhi, for its outstanding contribution in the field of extension education.