



स्वातंत्र्याचा अमृत महोत्सव



सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच्.डी.

संचालक (अतिरिक्त कार्यभार)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७

कार्यालय क्र. : ०२०-२५६२२६८८/८९

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: ०२०-२५६९७३४१

संदर्भ : रासेयो/२०२४-२५/४३५

प्रति,

मा.प्राचार्य/संचालक,

रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,

पुणे, अहिल्यानगर व नाशिक जिल्हा,

सावित्रीबाई फुले पुणे विद्यापीठ.

दि. १४/०१/२०२५

विषय : कृषी आणि डिजिटल पीक सर्वेक्षणासंदर्भातील अनुभवात्मक शिक्षण कार्यक्रमाबाबत...

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार युवा व्यवहार आणि क्रीडा मंत्रालय, रासेयो, नवी दिल्ली यांच्या निर्देशानुसार कृषी क्षेत्रातील अनुभवात्मक शिक्षण कार्यक्रम(ELP) अंतर्गत डिजिटल(अंकात्मक) पीक सर्वेक्षण महाविद्यालयामधील रासेयो स्वयंसेवकामार्फत सदर उपक्रम राबविण्यात यावा.

तसेच KI(Knowledge Institution) च्या नोडल अधिकाऱ्यांद्वारे(रासेयो कार्यक्रम अधिकारी) सात दिवसांचे विशेष शिबिरात या ELP इच्छुक स्वयंसेवकांची निवड करून उपक्रमाबाबत माहिती प्रसारित करण्यात यावी. सदर उपक्रमाच्या अनुषंगाने सोबत जोडलेल्या पत्राचे अवलोकन करून आपल्या महाविद्यालयामार्फत रासेयो स्वयंसेवक आणि कार्यक्रम अधिकारी यांच्या सहभागातून उपक्रमाचे आयोजन करण्यात यावे आणि पीक डिजिटल सर्वेक्षणाकरिता गुगल लिंक:

<https://docs.google.com/spreadsheets/d/1dzplmbAykKPNbNiyAbYkcfHNVc7V0W9KqzToqIVZvo/edit?usp=sharing>

सदर उपक्रम संपन्न झाल्यानंतर उपक्रमांचे फोटो व अहवाल त्वरीत nssrcpune@gmail व nss_student_list@pun.unipune.ac.in या मेलवर पाठवण्यात यावे. कळावे, ही विनंती.

संचालक

राष्ट्रीय सेवा योजना

सोबत : मा. क्षेत्रीय संचालक, क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांचे पत्र

प्रति,

रासेयो कार्यक्रम समन्वयक

महाराष्ट्र राज्य

सर/ मॅडम,

दिनांक ३० डिसेंबर २०२४ रोजी नवी दिल्ली येथील युवा कार्यक्रम विभागाच्या सचिवांच्या अध्यक्षतेखाली झालेल्या व्हर्च्युअल बैठकीच्या संदर्भात, कृषी क्षेत्रातील अनुभवाधारित शिक्षण कार्यक्रम (ELP) आणि डिजिटल पीक सर्वेक्षणाबाबत चर्चा करण्यात आली. युवा कार्यक्रम आणि क्रीडा मंत्रालय, नवी दिल्ली यांनी महाविद्यालये/विद्यापीठांमध्ये कृषी क्षेत्रातील अनुभवाधारित शिक्षण कार्यक्रम (ELP) आणि डिजिटल पीक सर्वेक्षणा बाबत विद्यार्थ्यांसाठी ELP हे Knowledge Institution - KI लॉगिन द्वारे तयार करण्याचे निर्देश दिले आहेत.

KI (Knowledge Institution) च्या नोडल अधिकाऱ्यांद्वारे (उदा. राष्ट्रीय सेवा योजना कार्यक्रम अधिकारी) सात दिवसांचे विशेष शिबिरात या ELP साठी इच्छुक स्वयंसेवकांची निवड केली जाईल तसेच या उपक्रमाबाबत माहिती पसरवली जाईल.

मुख्य तपशील:

कालावधी: एक महिना

उद्दिष्ट: स्वयंसेवक डिजिटल पीक सर्वेक्षण करतील आणि कृषी व शेतकरी कल्याण मंत्रालयाच्या डिजिटल कृषी अभियानाला समर्थन देण्यासाठी शेतकऱ्यांना eKYC प्रक्रिया पूर्ण करण्यास मदत करतील.

कार्य:

या ELP साठी योग्य महाविद्यालये/संस्था आणि गावांची निवड करणे.

निवडलेल्या संस्थांमधील राष्ट्रीय सेवा योजना (NSS) युनिट्स/कार्यक्रम अधिकाऱ्यांना त्यांचे ELP MY Bharat पोर्टलवरील KI पृष्ठांवर प्रकाशित करण्यास प्रवृत्त करणे.

नकाशे तयार केलेल्या गावांची आणि निवडलेल्या स्वयंसेवकांची यादी संलग्न पत्रकात उपलब्ध करून देणे.

प्रस्तावित ELP:

डिजिटल पीक सर्वेक्षण (DCS): पीक आणि शेती क्षेत्राशी संबंधित भौगोलिक डेटा गोळा करणे व कृषी नियोजनासाठी रेकॉर्ड ऑफ राइट्स (RoR) शी जोडणे.

eKYC: शेतकऱ्यांना eKYC प्रक्रिया पूर्ण करण्यास मदत करणे.

अन्य शक्यतापूर्ण ELP:

कृषी क्षेत्रातील प्रकल्प

अन्न प्रक्रिया व मूल्यवर्धन
e-NAM वर शेतकऱ्यांचे प्रोफाइल तयार करणे
कृषी विपणन आणि बाजाराशी जोडणी
कृषी तंत्रज्ञानाबाबत ELP
कृषी पुरवठा साखळी आणि लॉजिस्टिक्स

कृती:

संबंधित गावांचे आणि स्वयंसेवकांचे मॅपिंग पूर्ण करून संलग्न पत्रकात माहिती सादर करावी.

Excel शीट लिंक:

डिजिटल पीक सर्वेक्षणासाठी ELP Excel शीट लिंक-

<https://docs.google.com/spreadsheets/d/1dzplmbAykKPNbNiyAbYkcfahNVc7V0W9KqzToqIVZvo/edit?usp=sharing>

जर आवश्यक असेल, तर संबंधित जिल्ह्यांमधील NYKS अधिकाऱ्यांशी समन्वय साधावा व सहाय्य घ्यावे.

संलग्निका:

कृषी क्षेत्रातील ELP वर संक्षिप्त नोंद

मास्टर डॉक्युमेंट - कृषी

गाव आणि स्वयंसेवकांच्या मॅपिंगसाठी Google शीट (वरील लिंकमध्ये उपलब्ध)

महाराष्ट्रातील सर्व विद्यापीठांना विनंती करण्यात येते की त्यांनी राष्ट्रीय सेवा योजना (NSS) युनिट्स तसेच Knowledge Institution यांना MY Bharat पोर्टलवर डिजिटल पीक सर्वेक्षण आणि शेतकऱ्यांना eKYC प्रक्रिया पूर्ण करण्यासाठी ELP तयार करण्यासाठी योग्य ती सूचना द्यावी. सर्व NSS स्वयंसेवकांना त्यांच्या संबंधित संस्थांमध्ये आणि जिल्ह्यांमध्ये डिजिटल पीक सर्वेक्षण व शेतकऱ्यांना eKYC प्रक्रिया पूर्ण करण्यात भाग घेण्यासाठी प्रोत्साहित करावे.

अजय बा. शिंदे

क्षेत्रीय निदेशक (महाराष्ट्र एवं गोवा)

क्षेत्रीय निदेशालय रा से यो

भारत सरकार, युवा कार्यक्रम और खेल मंत्रालय,

'ए' ब्लॉक, कृषि महाविद्यालय परिसर,

शिवाजी नगर, पुणे - ४११ ००५

Engaging Indian Youth in Agriculture and allied sectors through Experiential Learning Programs (ELPs) and Volunteer for Bharat (VOBs)

-Master Document-

Rationale

Agriculture is the biggest employer in India, providing livelihood to more than 45% of its working population and accounting for 18% of its GDP. Over the years, agriculture in India has evolved significantly, transitioning from traditional methods to a more modern and technology-driven approach such as precision farming, drone technology, automated irrigation systems, etc. Alongside these advancements, agricultural education has also transformed, incorporating cutting-edge technology and practice in its curriculum to empower the next generation.

The National Education Policy (NEP) 2020 complements these advancements by emphasizing experiential learning, community building and skill development. Engaging college-going students in agriculture-focused **Experiential Learning Programs (ELPs) and Volunteer for Bharat (VOBs)** under the NEP framework through the MY Bharat portal bridges the gap between academic learning and real-world experience, providing an active and productive way for youth to be involved with their local community.

Objective

To design and implement agriculture-focused short-term and long-term learning opportunities that:

1. Provide students with practical exposure to agriculture and its related business.
2. Foster innovation and sustainability in the agriculture sector.
3. Improve productivity and efficiency in the agricultural sector.

Stakeholder Master List:

- Colleges / Universities
- UGC
- Farmer Producer Organizations (FPOs)
- Farmer Producer Companies (FPCs)
- APEDA
- Mega Food Parks
- Ministry of Cooperation
- Ministry of Agriculture & Farmers' Welfare
- SFAC
- APMC
- NABARD

Target Group Master List:

- Students in Graduation or Post Graduation
- Students of all Agricultural streams and allied courses
- Management students
- B.Tech CS,IT, Mechanical and Food Processing Students
- Youth

Assumptions:

1. Colleges implementing the NEP 2020 will award credits to students completing the ELP under the Academic Bank of Credits (ABC).
2. Colleges not following the NEP will recognize the ELP as the final-year project coursework within the curriculum.

List of Verticals discussed in the document:**1. Experiential Learning Programs- Longer duration of engagement**

- Agricultural Field Projects
- Food Processing and Value Addition
- Creation of farmers profile on e-NAM
- Agri-Marketing and Market Linkages
- ELP for Agricultural Tech
- Agricultural supply chain and logistics

2. Volunteer For Bharat- Shorter duration of engagement

- VOB for awareness on schemes related to Agriculture
- VOB for awareness regarding new farm machinery and technology
- VOB for IEC on Agricultural Financing Opportunities.
- VOB for IEC on Agriculture in niche Sectors.

Verticals for Students (ELPs)- Summary note on each verticals**1. Agricultural Field Projects*****Field-based farm attached engagement of youth studying in agricultural domains.***

The Agricultural Field Projects ELP engages final-year B.Sc. Agriculture/Horticulture students in 3-6 months of hands-on work with farmers to implement sustainable farming techniques. MY Bharat certifies participants with continuous guidance from professors and evaluation of reports. UGC identifies colleges, MY Bharat manages onboarding, and institutions (like state agricultural universities) oversee alignment with academic goals.

- **Target Group:** B.Sc. Agriculture / Horticulture Students and other agriculture-related course students.
- **Stakeholders:** UGC, Colleges / Universities, MY Bharat
- **Activities:**
 - Students work with farmers for 3 months to implement sustainable farming techniques, crop management, and pest control strategies.
- **Key Features:**
 - The ELP must be 3 to 6 months long.
 - Participating students must be final year students from colleges doing their degree in B.sc Horticulture/ B.sc Agriculture.
 - Students to receive a certificate on completion of ELP from MY Bharat
 - Continuous support of the youth by his guide/professor to support with academic inputs and provide guidance during the ELP.
 - Evaluation of Daily, weekly, and monthly reports by Guide/Professor.
 - Possible work areas are to be decided by the Guide/professor or the college and updated in the portal.
- **Roles & Responsibilities:**
 - **UGC:** identify all colleges across India that provide B.sc Agriculture/ Horticulture
 - **MY Bharat:** Contacting the colleges and getting their consent to participate in the ELP program and onboarding them on MY Bharat Portal
 - **Students:** work with the farmers
 - **Institutions:** Supervise students, provide academic credit, and ensure project alignment with curriculum.
- **Example:** A final-year B.Sc. Agriculture student might work with a farmer to implement Zero Budget Natural Farming (ZBNF) for an entire crop cycle and report on the yields. ZBNF is a sustainable and cost-effective farming method that eliminates the use of chemical fertilizers and pesticides and can increase crop yields

2. Food Processing and Value Addition

Hands-on training in food processing, product development, and market linkage for FPOs

The Food Processing and Value Addition ELP immerses final-year Food Processing/Technology students in 3-6 months of hands-on training in processing units, product development, and market linkage for FPOs. MY Bharat certifies participants and coordinates onboarding, while institutions and industry partners provide infrastructure, guidance, and project monitoring.

- **Target Group:** Students in Food Processing, Food Technology and allied courses.
- **Stakeholders:** Mega Food Parks, APEDA, Ministry of Food Processing Industries, MY Bharat.
- **Activities:**
 - Hands-on training in food processing units, developing new products, understanding value chains, and reducing post-harvest losses.
 - Assisting in market linkage and branding for FPO products.
 - Developing innovative, low-cost processing techniques.
- **Key Features**
 - The ELP must be 3 to 6 months long.
 - Participating students must be final year students from colleges doing their degree in Food Processing or food technology related domains.
 - Students to receive a certificate on completion of ELP from MY Bharat
 - Continuous support of the youth by his guide/professor to support with academic inputs and provide guidance during the ELP.
 - Evaluation of Daily, weekly and monthly report by Guide/Professor.
 - Potential work areas of the ELP to be decided by the Guide/professor or the college and updated in the portal.
- **Roles & Responsibilities:**
 - **Mega Food Parks/APEDA:** Offer infrastructure and guidance for processing activities.
 - **Students:** Participate in processing operations, identify challenges, and propose solutions.
 - **Institutions:** Facilitate project and monitor student progress.
 - **MY Bharat:** Overall Coordination with colleges regarding onboarding of colleges and students on MY Bharat Portal
- **Example:** A student collaborates with a Mega Food Park to develop low-cost mango pulp packaging techniques, enhancing shelf life and market accessibility for FPOs.

3. Creation of farmers profile on e-NAM

Training students to onboard farmers onto e-NAM, create profiles, and facilitate sales

e-NAM (National Agriculture Market) is an online trading platform connecting farmers, traders, and buyers across India to promote transparent and efficient agricultural commodity sales. It integrates physical mandis with a digital platform, streamlining marketing and price discovery.

The e-NAM Farmer Profiling ELP involves college students in a 3-6 month program to onboard farmers onto the e-NAM platform, assist with profile creation, and facilitate online sales. MY Bharat coordinates, APMCs and FPOs support farmer connections, while SFAC provides technical assistance. Students drive awareness, training, and implementation at the village level.

- **Target Group:** Any college / University Student with computer knowledge
- **Stakeholders:** Farmers, MY Bharat, APMC, SFAC (Small farmer Agri Business Consortium), Ministry of Agriculture, FPOs
- **Activities Proposed:**
 - Creating awareness of e-NAM
 - Creation of farmers profile on e-NAM
 - Helping in selling farmer produce on e-NAM
- **Key Features:**
 - The ELP must be 3 to 6 months long.
 - Participating youth must be college student
 - The mandis/FPOs to assign 4 students to each village
 - The Student will help farmers to onboard onto the portal.
 - The Student will show the farmers on how to sell their products on the e-NAM platform.
- **Roles & Responsibilities:**
 - **Farmers:** Provide information for profile creation and actively participate in onboarding and training.
 - **MY Bharat:** Coordinate program implementation, and monitor progress.
 - **APMCs:** Facilitate connections between students and farmers, and provide logistical support.
 - **SFAC:** Offer technical support for e-NAM onboarding and ensure smooth integration of farmer profiles and conducting training of youths
 - **Ministry of Agriculture:** Oversee program execution, policy alignment, and funding support.
 - **FPOs:** Identify participating farmers, assist in onboarding, and support follow-ups.
 - **Students:** Conduct awareness campaigns, create farmer profiles, and guide farmers in selling on e-NAM.
- **Example:** A student helps 30 farmers in a Haryana village create e-NAM profiles, trains them to list wheat produce online

4. Agri-Marketing and Market Linkages

Students collaborate with FPOs and agri-businesses, applying marketing strategies to boost agricultural product visibility and sales.

The Agri-Marketing ELP connects BBA and MBA students with Farmer Producer Organizations (FPOs), agri-businesses, and rural cooperatives to develop and implement effective marketing strategies for agricultural products. Over 3 months, students will gain hands-on experience in market analysis, branding, and digital marketing to enhance rural economic outcomes while building their professional competencies

- **Target Group:** Final-year BBA and MBA students specializing in Marketing, Agri-Business, or Rural Development and allied courses
- **Stakeholders:** MY Bharat, UGC, Colleges/Universities, Farmer Producer Organizations (FPOs), Agribusiness Companies, Ministry of Agriculture
- **Activities:**
 - Students analyze existing market trends, consumer behavior, and the value chain for agricultural products.
 - Design marketing strategies, create branding solutions, and suggest packaging improvements for FPOs.
 - Implement campaigns to promote products on digital platforms.
 - Connect FPOs with wholesalers, retailers, or direct consumers, facilitating actual sales during the ELP.
- **Key Features:**
 - Duration: 3 to 6 months.
 - Eligibility: Final-year BBA/MBA students
 - Certification: Government certificate from MY Bharat after successful completion.
 - Mentorship: Professors/guides provide academic support and evaluate student performance.
 - Reporting: Students maintain daily diaries, and submit weekly/monthly reports and a final project report
- **Roles & Responsibilities:**
 - **FPO's:** Provide access to products, operational data, and marketing challenges.
 - **Students:** Research export standards, assist in market analysis, and support product development.
 - **Institutions:** Enroll students, assign mentors, and ensure alignment with academic requirements
 - **MY Bharat:** Coordinate program logistics, onboard institutions, and issue completion certificates.
- **Example:** MBA students partnered with an FPO producing organic turmeric, creating a digital marketing campaign that increased direct-to-consumer sales by 25% in 3 months.

5. ELP on Agricultural Technologies

The Agricultural Tech ELP trains final-year B.Tech students to develop tech solutions for farmers' challenges

The ELP for B.Tech Mechanical/CS/IT students is a 3-6 month program where final-year students develop tech solutions for farmers' challenges. MY Bharat certifies participants, UGC and institutions facilitate participation, and FPOs provide real-world challenges. Students receive mentorship from professors and document their progress through reports.

- **Target Group:** Final-year B.Tech students in Mechanical, Agriculture, Computer Science, or IT streams
- **Stakeholders:** MY Bharat, UGC, Colleges/Universities, SFAC, Farmer Producer Organizations, DYOs, Professors/Guides
- **Activities Proposed**
 - Understanding the needs and challenges faced by the farmers
 - Developing a suitable technological solution by the students
- **Key Features**
 - Duration: 3 to 6 months.
 - Eligibility: Final-year B.Tech students (Mechanical/CS/IT/Agriculture).
 - Certification: Government certificate from MY Bharat after successful completion.
 - Mentorship: Professors/guides provide academic support and evaluate student performance.
 - Reporting: Students maintain daily diaries, and submit weekly/monthly reports and a final project report
- **Roles & Responsibilities**
 - **MY Bharat:** Coordinate program implementation, onboard institutions, and issue certificates.
 - **UGC:** Identify and facilitate participation of relevant colleges.
 - **Colleges/Universities:** Enroll students, assign guides, and customize ELPs.
 - **SFAC:** Provide FPO details and support industry collaboration.
 - **FPOs:** Host students and share real-world challenges.
 - **DYOs:** Liaise with FPOs and colleges to ensure smooth local implementation.
 - **Professors/Guides:** Mentor students, evaluate reports, and guide projects.
 - **Students:** Engage in fieldwork, document progress, and deliver the final report.
- **Example:** A student designs a low-cost IoT-based soil moisture sensor to help FPO farmers in Punjab optimize irrigation and improve crop yields

6. Agricultural supply chain and logistics

Training final-year BBA/MBA students to address cold-chain and logistics challenges

India generates about 350 million tonnes of agricultural waste every year highlights the urgent need for more efficient cold storage systems and warehouse management to minimize post-harvest losses, preserve perishable goods, and enhance the agricultural supply chain. The Agricultural Supply Chain and Logistics ELP engages final-year BBA/MBA students in Operations and Supply Chain Management to address logistical challenges with FPCs and cold-chain stakeholders. Students receive training, mentorship, and government certification, collaborating with institutions and national bodies like NCCD and MoFPI for impactful solutions.

- **Target Group:** Students in Operations, Supply chain management
- **Stakeholders:** UGC, Colleges/Universities, Ministry of Food Processing Industries, Farmer Producer Companies (FPCs) , Ministry of Agriculture & Farmers' Welfare and National Centre for Cold-chain Development.
- **Activities:**
 - Collaborate with FPCs and cold-chain stakeholders to identify and address logistical challenges.
- **Key Features:**
 - Duration: 3 to 6 months.
 - Eligibility: Final-year BBA or MBA students in Operations, Supply chain management.
 - Certification: Government certificate from MY Bharat after successful completion.
 - Mentorship: Professors/guides provide academic support and evaluate student performance.
 - Reporting: Students maintain daily diaries, and submit weekly/monthly reports and a final project report
- **Roles & Responsibilities:**
 - **MoFPI/MoA:** Provide resources and data on cold storage infrastructure
 - **Students:** Research export standards, assist in market analysis, and support product development.
 - **Institutions:** Provide guidance and ensure alignment with academic learning goals.
 - **National Centre for Cold-chain Development:** Train students on cold-chain technologies and best practices.

- **Example:** A student works with MoFPI to streamline the supply chain of banana exports in Tamil Nadu, improving transportation efficiency and reducing spoilage by 15%.

Verticals for Youth Engagement (VOB)

1. VOB for awareness on schemes related to Agriculture.

The VOB Awareness Program trains youth (18-29) to educate farmers about agricultural schemes, apps, and resources like PM-KISAN and Kisan Suvidha. MY Bharat oversees implementation, while SFAC and FPOs facilitate training and farmer outreach. Youth conduct local campaigns, provide app demos, and distribute pamphlets, with logistical support from PRIs and mandis.

- **Target Group:** Youth between age 18 to 29.
- **Stakeholders:** MY Bharat, Farmers, SFAC (Small farmer Agri Business Consortium), Ministry of Agriculture, FPOs
- **Activities Proposed:**
 - Training of youth regarding all the schemes, websites and apps available for the use of farmers.
 - Conducting an awareness campaign regarding all available resources for the farmers.
- **Key Features:**
 - Participating youth must be between 18 to 29 of age.
 - Create awareness about Kisan Suvidha App, Agri Bazaar, PM-KISAN, Organic Farming Certification, PMFBY (Crop Insurance) and other relevant resources.
 - The mandis/FPOs to contact each farmer registered under them regarding the event details.
 - Youth will explain each scheme and provide a live demo on how to use any relevant app to the farmers in local language.
 - A pamphlet in local language will be provided to all the attending farmers for ease of understanding.
 - The program on successful conduct can be further altered into an ELP where a youth will work with FPO for a month during which farmers can take the help of youth to apply for the schemes.
 - A local venue for conducting the program to be arranged by the PRIs.
- **Roles & Responsibilities**
 - **MY Bharat:** Coordinate program implementation, and monitor progress.

- **SFAC:** Creation of program in MY Bharat portal, provide training to youths and contacting FPOs regarding the event.
- **Ministry of Agriculture:** Oversee program execution, policy alignment, and preparation of pamphlets.
- **FPOs:** Identify farmers and convey information regarding the event.
- **Local Mandis:** Identify farmers and convey information regarding the event.
- **Youth:** Conduct awareness campaigns.
- **PRIs:** Support in logistics of event venue arrangements.

2.VOB for awareness regarding new farm machinery and technology

The VOB Awareness Program trains youth (18-29) to educate farmers about new farm machinery and technologies. MY Bharat coordinates implementation, while SFACs and FPOs facilitate training and farmer outreach. Youth conduct local campaigns with support from PRIs and mandis, raising awareness and demonstrating innovations.

- **Target Group:** Youth between age 18 to 29.
- **Stakeholders:** MY Bharat, Farmers, SFAC, Ministry of Agriculture & Farmers' Welfare, ICAR, KVKs and FPOs,
- **Activities Proposed:**
 - Conducting an awareness campaign regarding new farm machinery and technology by the youth.
- **Key Features:**
 - Participating youth must be between 18 to 29 of age.
 - The mandis/FPOs to contact each farmer registered under them regarding the event details.
 - A local venue for conducting the program to be arranged by the PRIs.
- **Roles & Responsibilities**
 - **MY Bharat:** Coordinate program implementation, and monitor progress.
 - **SFACs:** Creation of program in MY Bharat portal and contacting FPOs regarding the event.
 - **Ministry of Agriculture:** Oversee program execution, policy alignment.
 - **FPOs:** Identify farmers and convey information regarding the event.
 - **Local Mandis:** Identify farmers and convey information regarding the event.
 - **Youth:** Conduct awareness campaigns.
 - **PRIs:** Support in logistics of event venue arrangements.

3. VOB for IEC on Agricultural Financial aids and opportunity

The VOB Awareness Program trains youth (18-29) to educate farmers about various financial opportunities and aids. MY Bharat coordinates implementation, while SFACs and FPOs facilitate training and farmer outreach. Youth conduct local campaigns with support from PRIs and mandis, raising awareness and demonstrating innovations.

- **Target Group:** Youth between age 18 to 29.
- **Stakeholders:** MY Bharat, Farmers, SFAC, Ministry of Agriculture & Farmers' Welfare, NABARD, ICAR, KVKs and FPOs,
- **Activities Proposed:**
 - Conducting an awareness campaign regarding various financial aid available to farmers.
 - Training to be given to youth regarding all financial aid available to farmers.
- **Key Features:**
 - Participating youth must be between 18 to 29 of age.
 - The mandis/FPOs to contact each farmer registered under them regarding the event details.
 - A local venue for conducting the program to be arranged by the PRIs.
- **Roles & Responsibilities**
 - **MY Bharat:** Coordinate program implementation, and monitor progress.
 - **SFACs:** Creation of program in MY Bharat portal and contacting FPOs regarding the event.
 - **Ministry of Agriculture:** Oversee program execution, policy alignment, and training of youth.
 - **NABARD:** Provide any financial assistance necessary to conduct the program
 - **FPOs:** Identify farmers and convey information regarding the event.
 - **Local Mandis:** Identify farmers and convey information regarding the event.
 - **Youth:** Conduct awareness campaigns.
 - **PRIs:** Support in logistics of event venue arrangements.

4. VOB for IEC on Agriculture in niche Sectors.

The VOB Awareness Program trains youth (18-29) to educate farmers about agriculture in niche sectors such as sericulture, apiculture etc and also niche products such as saffron, mushroom ,vanilla etc. MY Bharat coordinates implementation, while National Boards for the niche sectors, SFACs and FPOs facilitate training and farmer outreach. Youth conduct local campaigns with support from PRIs and mandis, raising awareness and demonstrating innovations.

- **Target Group:** Youth between age 18 to 29.

- **Stakeholders:** MY Bharat, Farmers, SFAC, Ministry of Agriculture & Farmers' Welfare, NABARD, ICAR, KVKs and FPOs
- **Activities Proposed:**
 - Conducting an awareness campaign regarding various niche farming opportunities by youth.
 - Training to be given to youth regarding various niche farming opportunities available to farmers.
- **Key Features:**
 - Participating youth must be between 18 to 29 of age.
 - The mandis/FPOs to contact each farmer registered under them regarding the event details.
 - A local venue for conducting the program to be arranged by the PRIs.
- **Roles & Responsibilities**
 - **MY Bharat:** Coordinate program implementation, and monitor progress.
 - **SFACs:** Creation of program in MY Bharat portal and contacting FPOs regarding the event.
 - **Ministry of Agriculture:** Oversee program execution, policy alignment, and training of youth.
 - **NABARD:** Provide any financial assistance necessary to conduct the program
 - **FPOs:** Identify farmers and convey information regarding the event.
 - **Local Mandis:** Identify farmers and convey information regarding the event.
 - **Youth:** Conduct awareness campaigns.
 - **PRIs:** Support in logistics of event venue arrangements.

Way Forward

1. **Partnership Formalization:** Establish MOUs between MY Bharat, UGC, and the collaborating organizations (FPOs, APEDA, etc.).
2. **Program Framework:** Develop a national ELP framework detailing curriculum integration, timelines, and evaluation mechanisms.
3. **Resource Allocation:** Secure funding for field projects, stipends, and infrastructure support from government ministries and participating organizations.
4. **Capacity Building:** Conduct faculty orientation programs to align academic mentors with the ELP objectives.
5. **Monitoring and Feedback:** Create a centralized system for tracking project outcomes, gathering student feedback, and measuring impact on stakeholders.

SOP for FPOs

Tasks to be Undertaken at National level

1. Stakeholder Engagement National level- SFAC

- Prepare a comprehensive proposal document to share with the Small Farmers Agribusiness Consortium (SFAC) on engaging youth in agriculture.
- Schedule and organize a meeting between SFAC and MY Bharat officials. The meeting agenda should include:
 1. A brief introduction to MY Bharat and its activities.
 2. A presentation of the proposal for engaging youth in agriculture.
 3. A discussion on possible Experiential Learning Programs (ELPs) and Volunteering Opportunities for Beneficiaries (VOBs) in agriculture.
 4. Exchange of contact details of SFAC nodal officers and District Youth Officers (DYO)/National Service Scheme (NSS) officers in each state/district.

2. Stakeholder Engagement National level - APMCs

- Prepare a comprehensive proposal document to share with the Agricultural Produce Market Committees (APMCs) on engaging youth in agriculture.
- Schedule and organize a meeting between SFAC and MY Bharat officials. The meeting agenda should include:
 1. A brief introduction to MY Bharat and its activities.
 2. A presentation of the proposal for engaging youth in agriculture.
 3. A discussion on possible Experiential Learning Programs (ELPs) and Volunteering Opportunities for Beneficiaries (VOBs) in agriculture.
 4. Exchange of contact details of APMC nodal officers and District Youth Officers (DYO)/National Service Scheme (NSS) officers in each state/district.

3. Coordination with DYOs and NSS Officers.

- Share the concept note for the “Youth in Agriculture” program, meeting minutes of stakeholder discussions, and contact details of SFAC/APMC and other relevant nodal officers with DYOs and NSS Officers.
- Arrange and schedule a meeting for DYOs and NSS officials. The agenda of the meeting to include
 1. A briefing on the Engaging Youth in Agriculture initiative.
 2. Discussion on potential ELPs/VOBs in agriculture.
 3. Details of key program contacts, such as SFAC, APMC and other nodal officers.
 4. Various schemes in agriculture
 5. Apps relevant to farmers

6. Identification of local resources and schemes available for farming and allied sectors.
- Circulate a Google Form or document to gather updates from DYOs and NSS officials on grassroots-level stakeholder engagement.
 - Submission of a weekly report regarding the progress of Engaging Youth in Agriculture program by DYOs and NSS officials

Tasks to be Undertaken at District Level

1. Field level Coordination of NSS/DYOs

- DYOs to establish contact with local APMC, SFAC and other relevant nodal officers.
- DYOs to arrange and conduct a meeting with local APMC and SFAC nodal officer. The meeting agenda should include
 1. An introduction to the MY Bharat portal and its activities.
 2. A briefing on the Engaging Youth in Agriculture program.
 3. Discussion on proposed ELPs/VOBs for the program.
 4. Identification of potential areas for developing ELPs/VOBs at the local level.

On successful completion of the above step.

2. Stakeholder Engagement - FPOs

- DYOs to schedule and conduct a meeting with the local FPOs. The meeting agenda should include
 1. An introduction to the MY Bharat portal and its activities.
 2. A briefing on the Engaging Youth in Agriculture program.
 3. Discussion on proposed ELPs/VOBs.
 4. Benefits of the program for local farmers.
 5. Steps to onboard as a partner in MY Bharat portal.
 6. Guidance on creating ELPs/VOBs in the portal.
- DYOs to follow-up with all local FPOs to encourage registration in the portal and provide assistance if needed.
- DYOs to contact all FPOs to encourage creation of ELP and provide assistance if needed.
- On successful creation of ELP, DYOs to contact local youth clubs and NSS units to encourage participation.

Stakeholder: DARE

Background:

In his 78th Independence Day celebration speech our Honorable Prime Minister, Narendra Modi outlined his vision to transform agriculture sector to ensure that farmers got easy access to modern technology, value addition for their farm produce, and marketing support. The Prime Minister also encouraged India's youth to contribute to society by embracing opportunities, quoting that "When youth come together to brainstorm on taking the country forward, we get concrete results". In alignment with this vision, MY Bharat seeks to partner with DARE to engage youth in the agriculture and allied sectors.

MY Bharat, an autonomous body under the Department of Youth Affairs, Ministry of Youth Affairs and Sports has developed the MY Bharat Portal. MY Bharat is a digital platform for streamlining physical opportunities for youth. The portal currently has over 1.5 crore registered youth, 23,000 youth clubs, and more than 8,000 NGOs, along with an expanding network of Ministries, State Governments, Banks, Police, Hospitals, Knowledge Institutions, and Urban Local Bodies (ULBs). These stakeholders regularly post opportunities for youth in the form of Volunteering Opportunities (VOB), Experiential Learning Programs (ELP), and Mega Events. MY Bharat recently collaborated with the police department, creating over 1,500 ELPs providing opportunities for more than 14,000 youth.

The Department of Agricultural Research and Education (DARE), established in 1973, is a key department under the Ministry of Agriculture and Farmers' Welfare, Government of India. It plays a pivotal role in promoting agricultural research, education and framing policies in the country. DARE coordinates efforts between central and state agencies to develop new agricultural technologies and ensure the effective dissemination of knowledge. The Indian Council of Agricultural Research (ICAR) which is an autonomous body under DARE, is one of the world's largest national agricultural systems with 113 institutes and 74 universities. ICAR has been instrumental in bringing about green revolution, increasing the productivity of foodgrains, horticultural crops, fish, milk, and eggs thereby ensuring national food security through its research.

Agriculture is the biggest employer in India, providing livelihood to more than 45% of its working population and accounting for 18% of its GDP. Hence, the welfare and prosperity of the farmers and the agricultural sector shall be the prime driver of the nation's development and journey. To facilitate this, it is essential for the youth and student community to have exposure to practical aspects of agriculture and various agriculture-related businesses. Youth engagement in agriculture is essential for bringing innovation, cultivating interest and enhancing productivity.

To bring this to fruition, MY Bharat is proposing a collaboration with DARE to implement Experiential Learning Programs for youth focused in Agriculture and allied sectors. Experiential Learning Programs are learning opportunities with clearly defined activities for youth that are conducted for period of 30 days or more as per the stakeholder's preference. Experiential Learning Programs will be formally recognized by UGC and will be eligible for student's academic bank of credits (ABC) under the NEP.

Objective:

To design and implement agriculture-focused short-term and long-term learning opportunities that:

1. To enhance youth learning and engagement by offering practical exposure to agriculture and allied business.
2. To ensure long term agricultural productivity by encouraging sustainable agricultural practices.

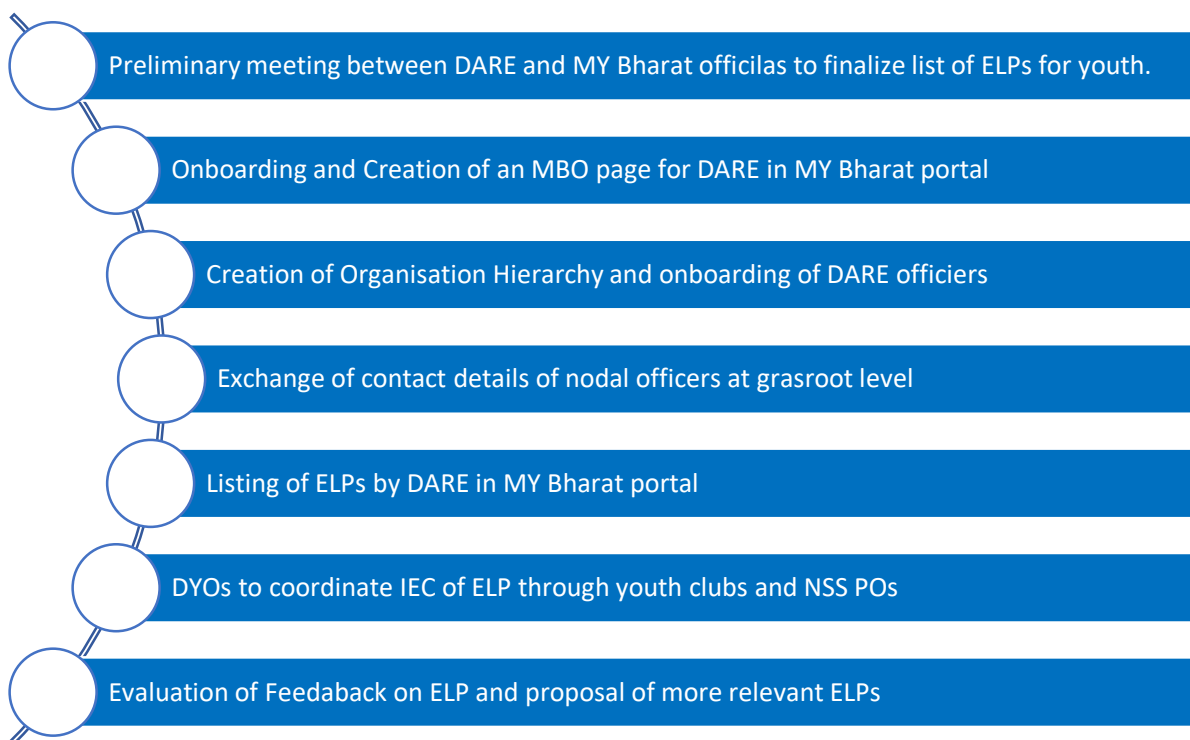
3. To engage youth in agricultural innovation and research to produce nutrient rich agricultural products.

Engagement of Youth:

The DARE officers at the root level can collaborate with MY Bharat District Youth Officers (DYO) to identify suitable areas to engage youth and finalize an ELP tailored to the needs of the locality/district. Some of the proposed areas for implementing ELPs include

1. Technological Solution
 - Engaging youth to create low-cost food processing techniques.
 - Engaging youth to design IoT based solutions for real time problems of farmers.
 - Engaging youth to design apps useful for farmers such as providing pest alerts.
 - Developing drones for crop monitoring, pesticide spraying, and soil analysis, etc.
2. Encouraging sustainable practices
 - Encouraging implementation of ZBNF (Zero Budget Natural Farming)
 - Encouraging implementation of Integrated Pest Management
 - Assistance in gaining of Organic farming certificate
 - Implementing strategies to reduce agricultural waste.

Proposed Flow of Program:



Expected Outcome:

- Youth will acquire hands-on experience, improving their employability, practical knowledge and skill sets.
- Support the growth of India's agriculture sector by helping implement technologically advanced and relevant solutions for ongoing problems.
- Development of sustainable technological to improve agricultural productivity.

Stakeholder: NCDC

Background:

In his 78th Independence Day celebration speech our Honorable Prime Minister, Narendra Modi outlined his vision to transform agriculture sector to ensure that farmers got easy access to modern technology, value addition for their farm produce, and marketing support. The Prime Minister also encouraged India's youth to contribute to society by embracing opportunities, quoting that "When youth come together to brainstorm on taking the country forward, we get concrete results". In alignment with this vision, MY Bharat seeks to partner with SFAC to engage youth in the agriculture and allied sectors.

MY Bharat, an autonomous body under the Department of Youth Affairs, Ministry of Youth Affairs and Sports has developed a phygital platform, the MY Bharat Portal. The portal streamlines the volunteering opportunities, experiential learning programs, community development and personal improvement opportunities available for youth of the country at a single place. Currently, the portal has over 1.55 crore youth registered under it, along with numerous ministries, state governments, police, hospitals, knowledge institutions, ULBs etc., who post opportunities for youth in the form of Volunteering for Bharat (VOB), Experiential Learning Programs (ELP) and mega events.

The National Cooperative Development Corporation (NCDC), established by an Act of Parliament in 1963 as a statutory corporation under the Ministry of Cooperation, plays a pivotal role in planning and promoting programs for the production, processing, marketing, storage, export and import of agricultural produce, foodstuffs, industrial goods, livestock, certain other commodities and services on cooperative principles promoting the co-operative marketing.

To bring this to fruition, MY Bharat is proposing a collaboration with NCDC to implement Experiential Learning Programs for youth focused in Agriculture and allied sectors. Experiential Learning Programs are learning opportunities with clearly defined activities for youth that are conducted for period of 30 days or more as per the stakeholder's preference. Experiential Learning Programs will be formally recognized by UGC and will be eligible for student's academic bank of credits (ABC) under the NEP.

Objective:

To design and implement agriculture-focused short-term learning opportunities that:

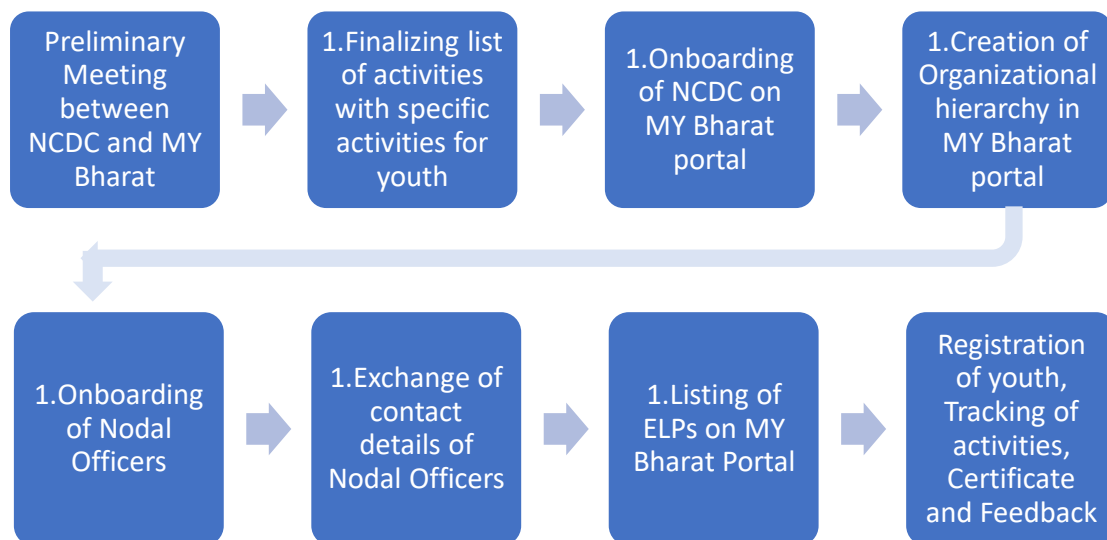
1. Provide youth with hands on exposure to the principles of cooperative markets and its related business.
2. Impart innovation and sustainability in the agriculture based cooperative sector.
3. Enhance efficiency in the agriculture cooperative sector.

Proposed Framework of Engagement:

Proposed activities under NCDC where youth can contribute:

1. Engaging youth in easy handling and processing of Yuva Sahkar schemes to beneficiaries.
2. Engaging youth in assisting to check the fulfillment of stipulated conditions, before granting the loans.
3. Engaging youth in documenting of ongoing projects such as water irrigation, etc.

Proposed Flow of Program:



Expected Outcomes:

- Youth will acquire hands-on experience, practical knowledge and skill sets such as teamwork and leadership in the field of cooperative operations and management.
- By working on such projects that address community issues, students will become more aware of the social/economic aspects of the problems faced in the agro-business sector.

Stakeholder: NAFED

Background:

In his 78th Independence Day celebration speech our Honorable Prime Minister, Narendra Modi outlined his vision to transform agriculture sector to ensure that farmers got easy access to modern technology, value addition for their farm produce, and marketing support. The Prime Minister also encouraged India's youth to contribute to society by embracing opportunities, quoting that "When youth come together to brainstorm on taking the country forward, we get concrete results". In alignment with this vision, MY Bharat seeks to partner with SFAC to engage youth in the agriculture and allied sectors.

MY Bharat, an autonomous body under the Department of Youth Affairs, Ministry of Youth Affairs and Sports has developed a phygital platform, the MY Bharat Portal. The portal streamlines the volunteering opportunities, experiential learning programs, community development and personal improvement opportunities available for youth of the country at a single place. Currently, the portal has over 1.55 crore youth registered under it, along with numerous ministries, state governments, police, hospitals, knowledge institutions, ULBs etc., who post opportunities for youth in the form of Volunteering for Bharat (VOB), Experiential Learning Programs (ELP) and mega events.

The National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED), registered under the Multi State Co-operative Societies Act, plays a pivotal role in promoting the co-operative marketing and trading of agricultural produce to benefit the farmers. It aims to empower the farmers and cooperatives by providing essential agricultural supplies, modernizing processing units, offering training/awareness and consultancy services, etc.

To bring this to fruition, MY Bharat is proposing a collaboration with NAFED to implement Experiential Learning Programs for youth focused in Agriculture and allied sectors. Experiential Learning Programs are learning opportunities with clearly defined activities for youth that are conducted for period of 30 days or more as per the stakeholder's preference. Experiential Learning Programs will be formally recognized by UGC and will be eligible for student's academic bank of credits (ABC) under the NEP.

Objective:

To design and implement agriculture-focused short-term learning opportunities that:

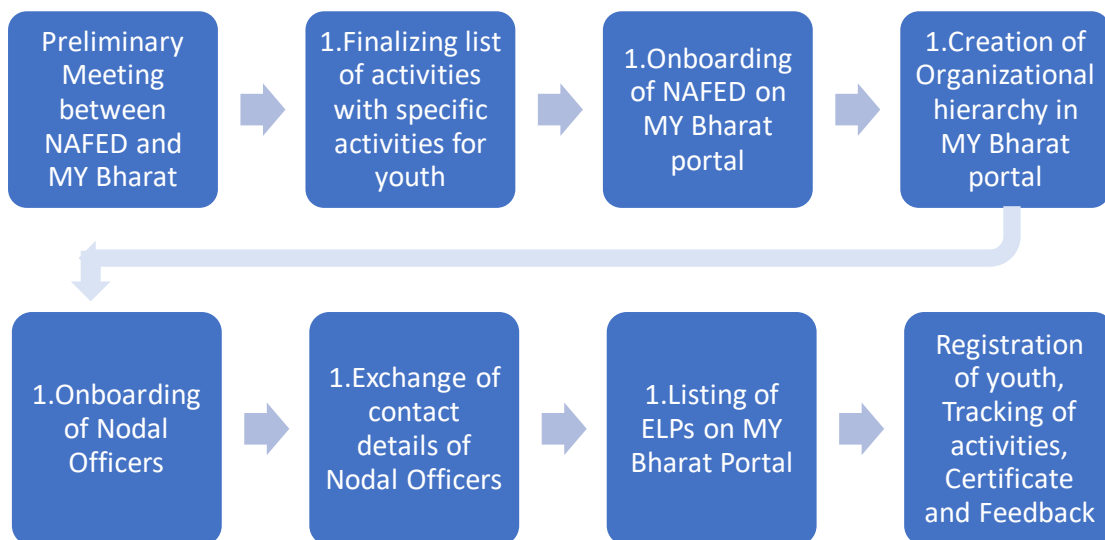
1. Provide youth with hands on exposure to the agriculture and its related business.
2. Impart innovation and sustainability in the agriculture sector.
3. Enhance productivity and efficiency in the agricultural sector.

Proposed Framework of Engagement:

Proposed activities under NAFED where youth can contribute:

1. Engaging youth in quality packaging of emergency relief materials during a calamity to the particular country.
2. Engaging youth in selling NBF products through NAFED branches/centers located at various places.
3. Engaging youth in maintaining data of incoming and outgoing produce at NAFED warehouses.
4. Engaging youth in blending and packaging of quality tea in NAFED Assam centres.
5. Engaging youths in promotion of FPO models with their success stories, and social media campaigns.

Proposed Flow of Program:



Expected Outcomes:

- Youth will acquire hands-on experience, develop business acumen, practical knowledge and skill sets.
- Support the growth of India's agriculture sector by helping implement technologically advanced and relevant solutions.
- By working on such projects that address community issues, students will become more aware of the social, economic, and environmental challenges faced by rural communities.

Stakeholder: SFAC

Background:

In his 78th Independence Day celebration speech our Honorable Prime Minister, Narendra Modi outlined his vision to transform agriculture sector to ensure that farmers got easy access to modern technology, value addition for their farm produce, and marketing support. The Prime Minister also encouraged India's youth to contribute to society by embracing opportunities, quoting that "When youth come together to brainstorm on taking the country forward, we get concrete results". In alignment with this vision, MY Bharat seeks to partner with SFAC to engage youth in the agriculture and allied sectors.

MY Bharat, an autonomous body under the Department of Youth Affairs, Ministry of Youth Affairs and Sports has developed the MY Bharat Portal. MY Bharat is a digital platform for streamlining physical opportunities for youth. The portal currently has over 1.5 crore registered youth, 23,000 youth clubs, and more than 8,000 NGOs, along with an expanding network of Ministries, State Governments, Banks, Police, Hospitals, Knowledge Institutions, and Urban Local Bodies (ULBs). These stakeholders regularly post opportunities for youth in the form of Volunteering Opportunities (VOB), Experiential Learning Programs (ELP), and Mega Events. MY Bharat recently collaborated with the police department, creating over 1,500 ELPs providing opportunities for more than 14,000 youth.

The Small Farmers Agribusiness Consortium (SFAC), an autonomous society under the Ministry of Agriculture, Cooperation, and Farmers' Welfare, Government of India, plays a pivotal role in the economic inclusion of small and marginal farmers by implementing central schemes like Venture Capital Assistance (VCA) and Equity Grant and Credit Guarantee Scheme (EGCGS). SFAC undertakes and supports programs aimed at employment generation, growth, and diversification of agriculture and agro-based industries. This includes organizing farmers into collectives such as Farmers Interest Groups, Farmers Producer Organizations (FPOs), and Farmers Producer Companies (FPCs), thereby empowering them with bargaining power and economies of scale. Additionally, it oversees the National Agriculture Market (e-NAM) platform, creating a unified digital marketplace for agricultural products to enhance price discovery and market access for farmers.

Agriculture is the biggest employer in India, providing livelihood to more than 45% of its working population and accounting for 18% of its GDP. Hence, the welfare and prosperity of the farmers and the agricultural sector shall be the prime driver of the nation's development and journey. To facilitate this, it is essential for the youth and student community to have exposure to practical aspects of agriculture and various agriculture-related businesses. Youth engagement in agriculture is essential for bringing innovation, cultivating interest and enhancing productivity.

To bring this to fruition, MY Bharat is proposing a collaboration with SFAC to implement Experiential Learning Programs for youth focused in Agriculture and allied sectors. Experiential Learning Programs are learning opportunities with clearly defined activities for youth that are conducted for period of 30 days or more as per the stakeholder's preference. Experiential Learning Programs will be formally recognized by UGC and will be eligible for student's academic bank of credits (ABC) under the NEP.

Objective:

To design and implement agriculture-focused short-term and long-term learning opportunities that:

1. To enhance youth learning and engagement by offering practical exposure to agriculture and allied business.
2. To promote the growth of agriculture and related industries through innovation that aligns with sustainability and efficiency.

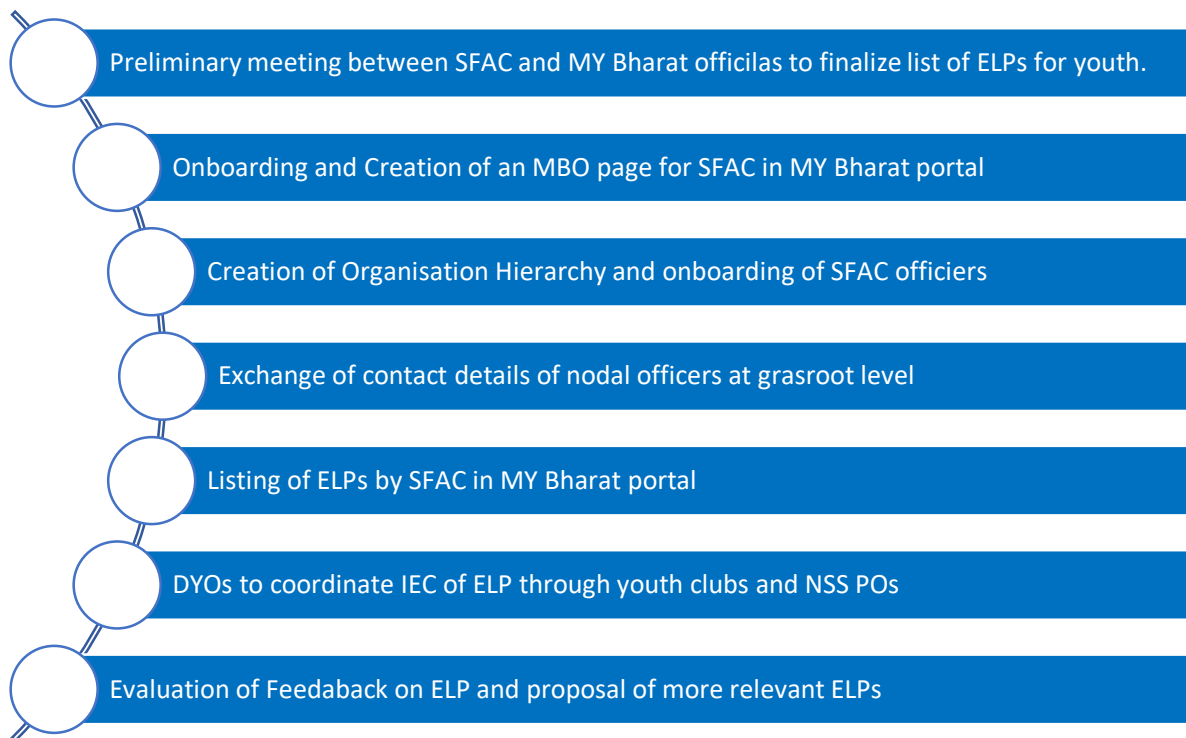
3. Enhance productivity and improve market linkages of agricultural food processing and manufacturing units.

Engagement of Youth:

The SFAC officers at the root level can collaborate with MY Bharat District Youth Officers (DYOs) to identify suitable areas to engage youth and finalize an ELP tailored to the needs of the locality/district. Some of the proposed areas for implementing ELPs include

1. E-NAM
 - Engaging youth to create awareness among farmers about e-NAM portal.
 - Engaging youth to onboard Farmers onto e-NAM portal.
 - Engaging youth to help Farmers sell produce in e-NAM portal.
2. FPOs
 - Assisting in market linkage for FPO products.
 - Branding for FPO products.
 - Improving marketing strategies for FPOs to their improve turnover.

Proposed Flow of Program:



Expected Outcome:

- Youth will acquire hands-on experience, improving their employability, practical knowledge and skill sets.
- Support the growth of India's agriculture sector by helping implement technologically advanced and relevant solutions for ongoing problems.
- Market reach expansion for farmers by leveraging technology to create new market linkages.

Short Note on ELP in Agriculture

With reference to the virtual meeting chaired by the Secretary of Youth Affairs on December 30, 2024, regarding the Experiential Learning Program (ELP) in Agriculture and the Digital Crop Survey, we request you to kindly facilitate the creation of an ELP for students at Colleges/Universities under your jurisdiction, to be published on their KI Pages.

Key Details:

- **Duration:** One month
- **Objective:** Volunteers will conduct a digital crop survey and assist farmers with eKYC to support the Ministry of Agriculture & Farmers Welfare's Digital Agriculture Mission.

Tasks:

1. Identify suitable colleges/universities and villages where this ELP will be conducted.
2. Instruct the PCs/POs of selected institutions to publish the ELP on their KI Pages on MYBharat Portal.
3. Provide the list of mapped villages and selected volunteers in the attached sheet.

Proposed ELPs:

- **Digital Crop Survey (DCS):** Collect geo-referenced crop and farmland data, linking it to Records of Rights (RoR) for agricultural planning.
- **eKYC:** Assist farmers with completing the eKYC process.

Experiential Learning Program (ELP):

1. Digital Crop Survey (DCS): The Digital Crop Survey (DCS) is a key initiative under the Digital Agriculture Mission, designed to digitize and streamline agricultural crop surveys. Using integrated farmer and farmland data with Geo-referenced maps, the system records crop information for each farmland plot, enabling precise identification of crops sown. Central Reference Applications or State Applications (aligned with national guidelines) facilitate the survey, supported by village-level assistants, residents, and farmers acting as surveyors. The DCS aims to support policy-making, risk management, and access to agricultural services like credit and insurance, improve soil health management, promote sustainable practices, provide personalized advisories, and ensure accurate crop estimation for better market planning and price stabilization.

2. eKYC: Volunteers will assist farmers in completing the e-KYC process for the Pradhan Mantri Kisan Samman Nidhi (PM-Kisan) scheme. This digital process enables farmers to verify their identity and submit land documents online, ensuring that eligible farmers receive their financial aid promptly.

Other ELPs Verticals:

1. Agricultural Field Projects
2. Food Processing and Value Addition
3. Creation of Farmers' Profile on e-NAM
4. Agri-Marketing and Market Linkages
5. ELP on Agricultural Technologies
6. Agricultural Supply Chain and Logistics

ELP Verticals	Summary	Target Group	Stakeholders	Example
1. Agricultural Field Projects	Final-year B.Sc. Agri./Horti. students work with farmers to implement sustainable techniques; guided by professors; certificates on completion.	B.Sc. Agri./Horti. students	UGC, MY Bharat, Colleges/Universities	Student implements ZBNF for a crop cycle, reporting improved yields.
2. Food Processing & Value Addition	Final-year Food Tech students gain hands-on training in processing units, product development, and market linkage for FPOs.	Food Processing/Tech students	Mega Food Parks, APEDA, Ministry of Food Processing, MY Bharat	Low-cost mango pulp packaging for FPOs improves shelf life and market reach.
3. e-NAM Farmer Profiling	Students onboard farmers onto e-NAM, create profiles, and facilitate online sales; enhance farmer access to markets.	College students with computer knowledge	MY Bharat, APMC, SFAC, Ministry of Agri., FPOs	Student creates 30 farmer profiles on e-NAM in a Haryana village.
4. Agri-Marketing & Market Linkages	BBA/MBA students collaborate with FPOs to develop marketing strategies, branding, and digital campaigns to boost agricultural product sales.	Final-year BBA/MBA in Marketing, Agri-Business	MY Bharat, UGC, Colleges, FPOs, Agribusiness Companies, Ministry of Agri.	MBA students increase organic turmeric sales by 25% through a digital campaign.
5. Agricultural Technologies	B.Tech students develop tech solutions for farmers' challenges, guided by professors; certificates on completion.	Final-year B.Tech (Mech/CS/IT/Agriculture) students	MY Bharat, UGC, Colleges, SFAC, FPOs, DYOs	Student designs a low-cost IoT soil sensor for FPO farmers to optimize irrigation.
6. Supply Chain & Logistics	Final-year BBA/MBA students address cold-chain/logistics issues with FPCs to reduce post-harvest losses and improve supply chains.	BBA/MBA in Operations/Supply Chain Mgmt.	UGC, MoFPI, FPCs, MoA, NCCD	Streamlined banana export supply chain in Tamil Nadu reduces spoilage by 15%.

Field level Coordinaton of NSS/DYOs

DYOs to establish contact with local bodies such as APMC (Agricultural Produce Market Commitees) , SFAC (Small Farmers Agribusiness Consortium) and other relevant nodal ofcers.
DYOs to arrange and conduct a meetng with local bodies such as APMC and SFAC nodal officer.

The meeting agenda should include

1. An introducton to the MY Bharat portal and its actvites.
2. A briefing on the Engaging Youth in Agriculture program.
3. Discussion on proposed ELPsfor the program.
4. Identificaton of potental areas for developing ELPsat the local level.