

Farmer–expert learning events to exchange sustainable practices.

In the year 2024, Centurion University has undertaken a series of impactful initiatives to support smallholder farmers and promote sustainable agriculture; The following practices demonstrate the university’s commitment:

1. **Utkal Krishi Mela in Collaboration with Krishi Jagran:**

A flagship yearly event that engaged 1,000+ farmers through farmer quizzes, progressive farmer awards, free distribution of seeds and pesticides, and interactive sessions. This event promoted knowledge



exchange, awareness of modern practices, and incentivized excellence in farming. This is a free of cost initiative.

2. **Lab to Land Programme:**

Centurion University regularly transfers its research and innovations to the grassroots through the Lab to Land model. Products like Biocontrol Agents,



Jagannath Tricho Card, Jagannath Beauverin, Trichoderma, and biofertilizers are distributed at minimal or no cost. The university also supports cultivation through the distribution of Suprio seeds for maize and rice, along with dragon fruit saplings, banana suckers, and other high-value crops, directly enhancing farmer productivity and income.

3. **Farmer Training Programmes and Awareness Drives:** Regularly conducted across Odisha, these programmes aim to build capacity in sustainable agriculture, climate-resilient farming, integrated pest management, and organic practices. These efforts enhance farmers’ technical knowledge and adaptability.

4. **Mini Kisan Melas:** These localized fairs serve as platforms for farmers to connect with agri-experts, technology providers, and market linkages. They also foster community-level awareness and knowledge dissemination.

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5. **Adopted Villages:**

Centurion University has adopted five villages in Odisha—Badigam, Engersingh, Jampiguda, Barlanda, and Routpur—where it implements integrated rural development programs. These include demonstration plots, soil testing, distribution of quality inputs, irrigation and water-harvesting initiatives, and facilitation of market linkages. The aim is to create model ecosystems that address challenges like water scarcity, sanitation, education, and livelihoods, while promoting sustainable agricultural growth



6. **Agri-Clinic:** To ensure continuous support, the university operates an Agri-Clinic where farmers can seek expert advice on crop issues, pest management, and best practices in real-time.

