Events for Farmer Knowledge Exchange

Farmer Connect Events and Knowledge-Transfer Programmes

Centurion University of Technology and Management (CUTM), Odisha, organises a range of farmer engagement events to connect local farmers, agricultural experts, researchers, agri-entrepreneurs, and food producers for knowledge exchange and technology transfer. Key initiatives include the flagship Utkal Krishi Mela, Mini Kisan Melas, Lab-to-Land programmes, Agri-Clinic services, farmer training programmes, agricultural input support, and adopted-village initiatives.

Through these events, farmers gain opportunities to interact with subject experts, learn about improved crop production techniques, explore sustainable agricultural practices, access technical guidance, and understand the practical application of research and emerging agricultural technologies. The programmes also facilitate connections among farmers, researchers, agricultural service providers, and industry stakeholders, helping participants share experiences and identify solutions to local farming challenges.

CUTM's farmer outreach initiatives aim to strengthen agricultural knowledge, promote sustainable food production, improve resource efficiency, and support rural livelihoods. Major farmer engagement events reportedly involve more than 1,000 farmers per event, subject to verification through attendance and programme records. These activities contribute to SDG 2 (Zero Hunger) by supporting sustainable agriculture and food security, while also advancing SDG 12 (Responsible Consumption and Production) through improved agricultural practices.

1500-2000+	**1987+**	**5**	**FREE**
farmers	**participants**	**villages**	**initiatives**
Per Utkal Krishi Mela	Krishi Mela 2025 total	Adopted under programmes	All major farmer events

Flagship Events & Knowledge Platforms

Event / Initiative	Scale	Frequency	Key Activities
Utkal Krishi Mela (with Krishi Jagran)	(1987+ Farmers in the Last Utkal Krishi Mela)	Annual (Feb–Apr)	Farmer quizzes, progressive farmer awards, free seeds & pesticides, modern agri demos
Mini Kisan Melas	Community-level fairs (500+ Reach under each mela)	Periodic throughout year	Agri-expert connect, technology demos, market linkage facilitation
Lab to Land Programme	Field-wide distribution	Ongoing	Biocontrol agents, Tricho Cards, Beauverin, biofertilizers, seed distribution, training, agri-inputs
Agri-Clinic	Walk-in; expert advisory	Daily / On-demand	Crop issue diagnosis, pest management, best practice guidance
Adopted Village Programmes	5 villages; integrated model	Ongoing	Demo plots, soil testing, quality inputs, irrigation, market linkage

Utkal Krishi Mela:

The Utkal Krishi Mela is CUTM's most impactful annual farmer event, held in collaboration with Krishi Jagran. The 2025 edition the 3rd Utkal Krishi Mela was conducted on 07–08 April 2025 at the CUTM Paralakhemundi campus:

Component	Details	2025 Outcome
Participating Farmers	Local farmers from Gajapati and neighbouring districts	1987+ attendees
Free Seeds Distributed (From CUTM Lab to Farmers Land)	Improved variety seed packets (Suprio series, RNR rice)	1,200+ packets in 2025 edition
Biopesticide Distribution	Trichoderma, biocontrol agents, Jagannath Tricho Cards, Beauverin, Yellow Sticky Traps	3700 units in 2025 edition
Knowledge Kits	Agricultural best practice and scheme information packs	1,100 kits distributed

Component	Details	2025 Outcome
Farmer Quiz Competition	Knowledge assessment and incentive-based engagement	Competitive; prizes awarded
Progressive Farmer Awards	Recognition of innovative farming practices	Awarded to top performers
Agri-Technology Demonstrations	Live demos of precision tools, smart farming devices	Multiple live stations
Industry & Market Linkage	Agri-input companies, banks, insurance schemes	Direct farmer benefit

Lab to Land Programme: Technology Transfer

CUTM regularly transfers its research innovations to the grassroots through the Lab to Land model. Products developed in university labs are distributed at minimal or no cost directly to farmers:

Product / Technology	Type	Distribution Scale	Farmer Benefit
Jagannath Tricho Card	Biological pest control	1,890 units (2025)	Natural crop protection; reduced pesticide cost
Jagannath Beauverin	Entomopathogenic fungus	Lab-scale distribution	Eco-friendly insect control
Trichoderma Packets	Soil health biofungicide	3160 packets (2025)	Root protection; improved crop establishment
Suprio Seeds (Maize & Rice)	High-yield improved varieties	870+ Seed Packets 5kg Each (2025)	12–15% yield increase recorded compared to local grown cultivars of 2024
RNR Seeds	High-yield improved varieties	330+ Seed Packets 3kg Each (2025)	17–21% yield increase recorded compared to local grown cultivars of 2024
Dragon Fruit Saplings	High-value horticulture	Batch distribution	Diversification; premium income source
Banana Suckers	Vegetative planting material	Periodic distribution	Quick-return horticulture crop

Product / Technology	Type	Distribution Scale	Farmer Benefit
Biofertilizer Packets	Soil microbial inoculants	Campus-produced; distributed free	Reduced input cost; soil health

Adopted Villages: Integrated Rural Development

CUTM has adopted five villages under its community outreach model, implementing comprehensive rural development with an agriculture and food security focus:

Adopted Village	District	Key Interventions	Outcomes
Badigam	Gajapati	Demo plots, soil testing, seed distribution, water harvesting	Improved crop diversity; water security
Engersingh	Gajapati	Organic farming demos, bio input distribution, SHG formation	Women SHG active; organic produce sale
Jampiguda	Gajapati	Aquaculture training, pond management, market linkage	Fish farmer income improved
Barlanda	Gajapati	Integrated pest management, crop improvement trials	Pesticide use reduced 20%+
Routpur	Gajapati	Soil health cards, micro-irrigation, post-harvest storage training	Yield increase; reduced post-harvest losses

Farmer Event Impact

Initiative	Coverage
Krishi Mela reach	1987
Lab to Land distribution	1890+ units
Mini Kisan Mela coverage	Periodic
Adopted village integration	5 villages
Agri-Clinic consultations	Daily

Related University Events

Sl.	Programme / Event Title	Date	Key Focus Areas
1	3rd Utkal Krishi Mela at CUTM Paralakhemundi	07–08 Apr 2025	Agriculture, sustainable farming, mushroom training, beekeeping, soil health cards, rural upliftment, farmer engagement
2	Session with Dr. P. Raja (ICAR-IISWC)	17 Sep 2025	Soil and water conservation, sustainable food production, climate resilience







Figure 2.5.2.6 Agri Clinic

Conclusion

Centurion University of Technology and Management (CUTM) is strengthening agricultural development and rural livelihoods by creating meaningful connections between scientific research, modern farming technologies, and local farming communities. Through flagship initiatives such as the Utkal Krishi Mela, Mini Kisan Melas, Lab to Land programmes, Agri Clinic services, and adopted village interventions, the university provides farmers with practical knowledge, expert guidance, improved seeds, biological crop protection solutions, and sustainable production technologies. The 2025 Utkal Krishi Mela engaged more than 1,987 participants, while the distribution of improved seeds,

biocontrol agents, bio fungicides, and agricultural knowledge kits helped extend university innovations directly to farmers. Its integrated development initiatives across five adopted villages further demonstrate the potential of community engagement to improve crop management, promote resource efficient farming, strengthen market linkages, and support livelihood diversification. By making agricultural knowledge more accessible and encouraging the adoption of climate resilient and environmentally responsible practices, CUTM is helping farmers make informed decisions, reduce avoidable production losses, and build more resilient farming systems. Overall, these initiatives position CUTM as an important partner in farmer empowerment and sustainable rural transformation, contributing to food security, improved agricultural productivity, and the objectives of Sustainable Development Goal 2, Zero Hunger.