

ANNUAL REPORT

2022-23



SARVODAYA

INTEGRATED RURAL DEVELOPMENT SOCIETY

SHRI HARI NILAYA,
SHANTINIKETANA BADAVANE
OPP : TEACHERS COLONY, KINNAL ROAD, KOPPAL-
583231.
Ph : +918539230268, MOB: +91 9448263019
e-mail : sarvodayairds@gmail.com,
Website : www.sarvodayairds.org

About SIRDS

SIRDS (Sarvodaya Integrated Rural Development Society (R)) came to existence in November 1994 with aim of promoting sustainable, equitable and participatory development, social welfare and social justice through by engaging with the sections of the community through social work, Human resource management, health services and social research. Began working with mentally challenged section of the society, the organization slowly expanded its area of work to farmers, women and children through integrated farming, water conservation, children helpline, self-help groups, education and health. The NGO began function with just four enthusiastic individuals who wanted give back something to the need and less resourceful sections of the society and today we are an entity with around 30 qualified professionals providing social intervention through training and field action. Over the years the organization has made significant contribution in several areas, ranging from sustainable rural and urban development to education, health, agriculture and human rights, in all case, the focused has been on the disadvantaged and marginalized section of societies, such as women, children, farmers and needy community. The organization has successfully stepping into 25th year with lots of confidence that it can reach to more needy at different parts of the country and state where its need is more felt and where it can a significant difference.

Vision:

Building an equitable society by empowering the young men and women, Children and Farmers through education and providing an enabling healthy environment and focus on reduction of poverty through sustainable livelihood by developing skills and brining innovation in agriculture.

Mission:

Sarvodaya Integrated Rural Development Society (R) aims at holistic and sustainable development of the less privileged in both rural and urban areas, through integrating all aspects holistic life i.e. Economic, Physical, Social, Psychological and environmental activities, in order to ensure progress by improving livelihood, socio economic status, health and self-reliance.

Aims and Objectives:

- ✚ Sensitize and mobilize the community towards Social, health, education and economic issues affecting their development.

- ✚ Capacity building through information, trainings, technical support and other assistance particularly aimed at community groups and empower them, so that they are able to find viable solutions to the issues that are hindering their development.
- ✚ Provide services, referrals and develop linkages with government, non-government and other concerned systems for promoting physical, psychological and socio-economic development.
- ✚ Finally, engage the sections of community to address the environmental issues that indirectly affect their development

Role of Sarvodaya IRDS

Given the situation, Sarvodaya IRDS, has taken pro-active steps in this regard, with their expertise, technical knowledge and resources, and closely working with civil administration and the masses in the field of Agriculture, Health, Skill development and Child rights by facilitating different forms of CBOs (Self Help Groups, Organic Farmers Associations/club, watershed committees, labourers committees etc.) to ensure a sustainable solutions to the root causes by developing skills, scientific knowledge and brining in expertise of the government department and scientists.

Overview:

Northern part of Karnataka, which was under the control of Hyderabad Rulers during pre-independent era, has remained one of the most neglected regions even after the independence. Though different organizations have been vocal for the socio-economic development of the area, the frequent changes in the political leadership, political scenarios, not much significant attention has provided thus affecting the development altogether a distant dream. The biggest challenge of the region has been the education of the girl child, which is the result of the low agrarian economy due to lack of rains. Most of the families from the rural areas (which consist of 83%) migrate to cities in search of Jobs due to low or no irrigational facilities which automatically puts full stop on the education of the children especially the girl child as parents do not feel safe to leave them with neighbours or relatives. This has resulted in high number of school drop outs especially girl child. Today as we step into the 26th year, we have further expanded our foot print across different districts in Karnataka as well as in Madhya Pradesh. Currently we serve in Koppal, Yadgir, Ramanagara,

Bangalore Rural, Tumkur, Ranebennur, Chitradurga, Bagalkot, Bidar, Bijapur, Shira, Bellary of Karnataka and Indore of Madhya Pradesh, where we have reached out over 1 lakh beneficiaries.

VALUES AND PRINCIPAL:

Dignity of human life & respect for all, honesty, transparency & accountability, Mutual Respect, Creativity, Gender Equality & sensitivity, cost efficiency and Participation.

ORGANISATION BELIEVES

“SIRDS (Sarvodaya Integrated Rural Development Society ® believes In the potential of the poor and rural people in participating actively in development initiatives within their community, equal opportunity for men and women in society irrespective of class, age, ethnic, culture, caste and religion. Respect for Human Rights, freedom of expression, movement and choices of men and women alike. The social harmony free from communal bias.

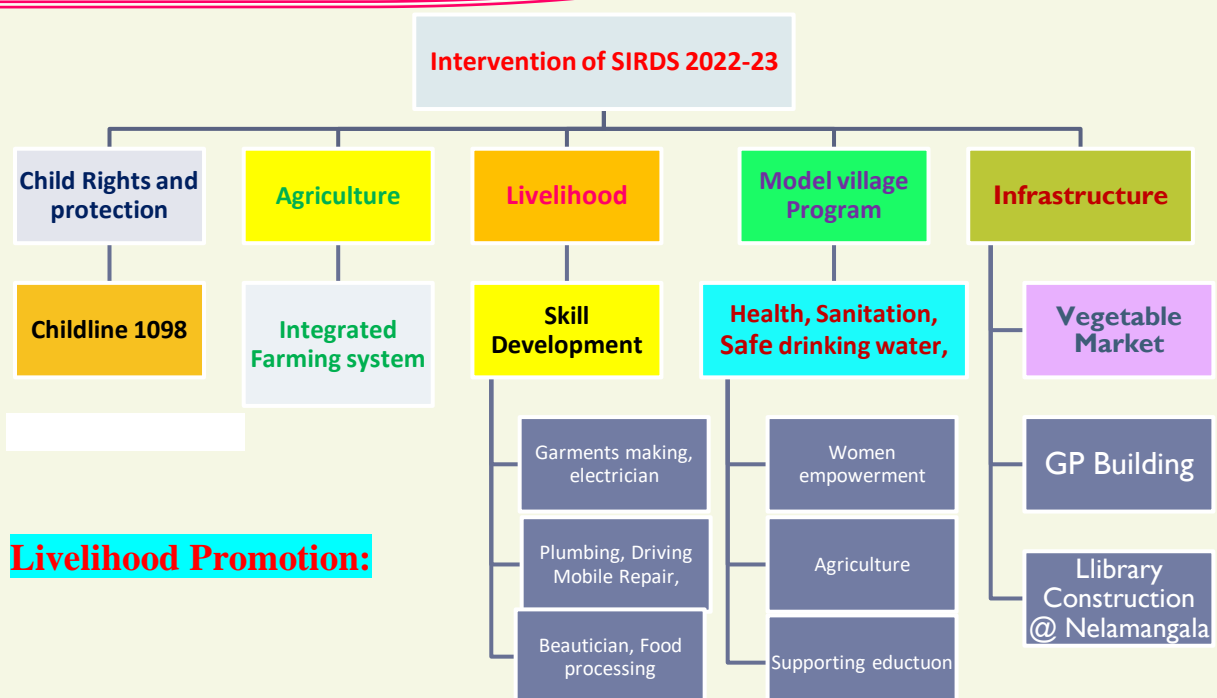
Freedom for earning a living, education and development with Good governance.

We are grateful to all our donors who have contributed for the progress of SIRDS in the Last 29 Years

- Coca Cola - Hindustan Coca-Cola Beverages Pvt Limited
- Syngenta India Limited
- Carrefour Foundation
- BAYER
- NABARD
- Cognizant Foundation
- Dhvani Foundation
- United Breweries Limited
- ReNew Power
- Kirloksar Ferrous Industries Ltd—Koppal
- HM Clause India Pvt. Ltd
- East West Pvt. Ltd
- USHA International Company
- Bajaj Mukandsumi Special Steels Ltd
- Department of Handlooms and Textiles
- Govt of Karnataka Commission for Child rights and Protection –

- Child Line India Foundation 1098 Helpline
- Department of Women and Child welfare
- Govt of Karnataka Department of Health and Family Welfare Govt of Karnataka
- Functional Vocational Training and Research Society
- Skill Net
- University of Agriculture Raichur
- Department of Agriculture - Govt. Of Karnataka
- Krishi Vignan Kendra Ramanagara
- City Municipal corporation Koppal,
- Bidadi Town Panchayath Bhagyanagara
- District Administration– Koppal, Ramanagara
- Shyanubhag Hospital,
- Bangalore British Pharma, Bangalore
- AEEC, Koppal
- Teri - Bangalore
- UNICEF, Koppal
- Modi Eye Hospital
- Raja Rajeshwari Medical College Hospital
- BGS Global Medical College Hospital
- Dr. Geetha Shyanubagh,
- Dr. Padmakshi Lokesh

Our major interventions of the year:



In this consumer age, it is evident that it is not possible to fulfil the needs of the family with one earning member in the family. Hence it has become very essential for both the male and female members of the family also take responsibility in supporting the family income through various livelihood activities. In this regard the organization has taken active role in making the young men and women of the rural households skilled in the most common required trades such as Tailoring and Embroidery, Beautician, Food processing, electrician, plumbing, driving mobile repair and digital literacy.

Model Village Project:

One of the emerging program that the organization is keen taking as major program for the coming years is the Model village program with the help of corporate. We are currently having two major model villages programs in Bidadi (Ramanagara District) & Nemam Village in Chennai

The program focuses all aspects of the village population such as Health, Education, Women empowerment, Livelihood creation through skill development, Agriculture and Waste management and sanitation. We have successfully converted Medanahalli village in Bidadi industrial area as a model village and will be dedicating the village to civil and elected administration of Bidadi & Chennai.

The program has been currently supported by Hindustan Coca Cola Beverages Pvt Ltd in Bidadi & Chennai.





Skill Development Training:

Usha launched its biggest initiative for skill development of women – the Usha Silai Schools, a pan-India, community-based social initiative that began in March 2011. Usha Company has associated with leading international brands such as Janome of Japan for Sewing Machines to bring the most advanced technology and design to sewing enthusiasts in India. (Usha International)

Always striving to offer the best-in-class experiences, Usha has associated with leading international brands such as Janome of Japan for Sewing Machines to bring the most advanced technology and design to sewing enthusiasts in India, thereby enabling them to learn and create, and earn. Underpinned by its promise to pursue excellence in all spheres of business activity, Usha International has been able to achieve customer satisfaction and delight, and create trusted bonds with stakeholders at every step. Steadfast in its commitment to an active and healthy life. The primary objective of the Silai School program is to create a livelihood option for women by financially empowering them through imparting sewing and stitching and entrepreneurship skills. The secondary objective is to create a social standing and recognition within her family and community through economic enablement. Teaching sewing as a skill essentially paves the way for a better tomorrow for these women by developing them as entrepreneurs in their own right, and giving them an earning power that helps them meet their aspirations. It also serves to improve the education and health of the women, underscoring Usha's commitment to skill people in order to create a more equitable world. Usha is currently partnering with many state governments in their quest for skilling their people as a means to upgrade their quality of life.

Under this program we have empowered 10 women in Koppal district.

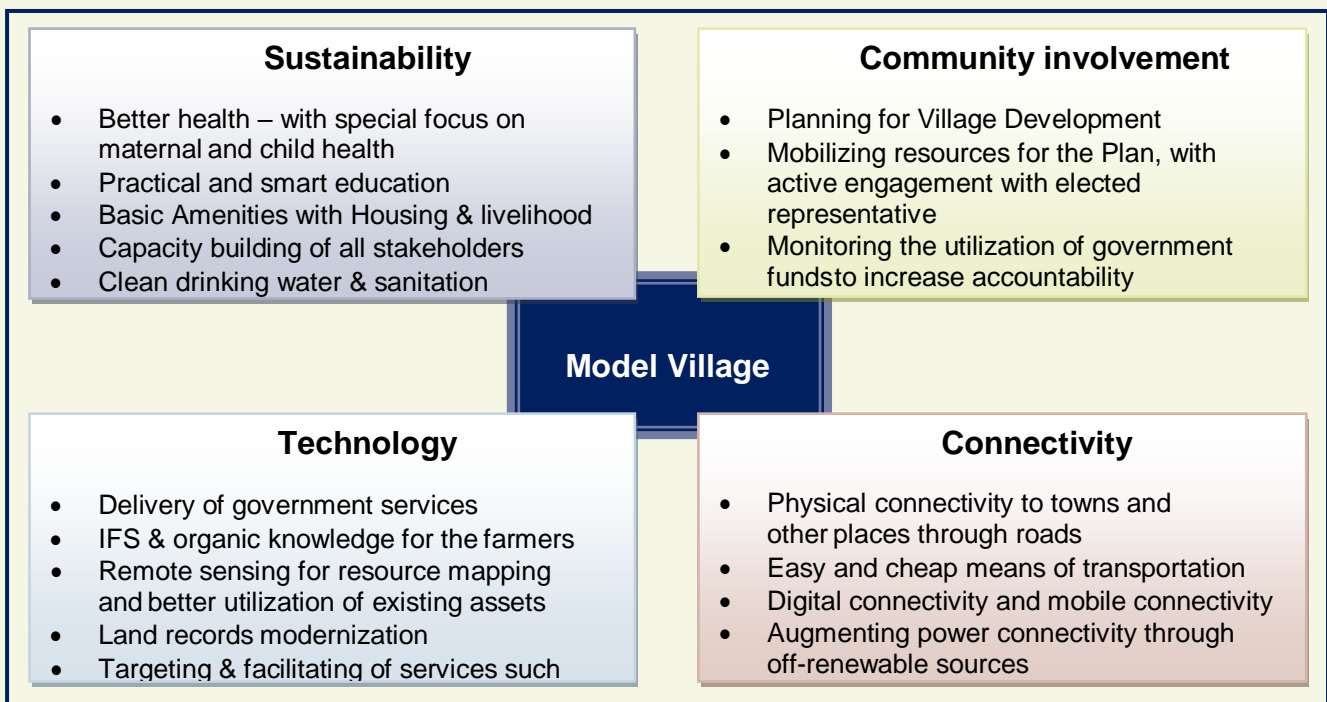




ReNew Powers:

Need Assessment Survey of 4 Villages

One reason for the failure of rural development schemes has been the lack of a holistic focus on the village as a unit. Separate flagship schemes targeting different sectors such as health (NRHM), education (SSA) and livelihood (NREGA, NRLM) have been launched in the past, but their outcome were found unsatisfactory. The “Model Village” concept in coordination with corporate sector under Corporate Social Responsibility (CSR), Government Departments & other agencies (whole as a team) could address these challenges comprehensively. It can further address resource deficits in each of these sectors, with adequate focus on the special needs of every village. A 21st century model village in India needs to incorporate certain key themes which would be essential for its success. Improvement in rural livelihood activities through sustainability, community development, and technology and connectivity collectively can be achieved through this concept. The figure below highlights these broad thematic focus areas, and also mentioned the important elements under each such theme.



An intervention under one of these areas could have an effect across other areas as well. For example, technology could be used to improve the quality and delivery of other services such as health and education, which in turn contributes to sustainable development. Similarly, the use of renewable energy, also contributes towards environmental sustainability. Suppose, village tree plantation drives could encourage community participation, benefits to environment through soil erosion prevention, boost agricultural production, conserve water, and finally altogether contributes to the aesthetics of the village.

A number of these initiatives have already been taken in different parts of the country, but most of them have been attempted in isolation. The urgent need is to bring about a convergence of all such initiatives, for which 2 things would be essential –

a) Grassroots level planning & b) Mobilization of the resources

Grassroots level planning involves community needs assessment which identifies the strengths and resources available in the community to meet the needs of [community members]. It provides a framework for developing and identifying services and solutions and building communities that support and nurture children and families. All these requirements can be obtained through

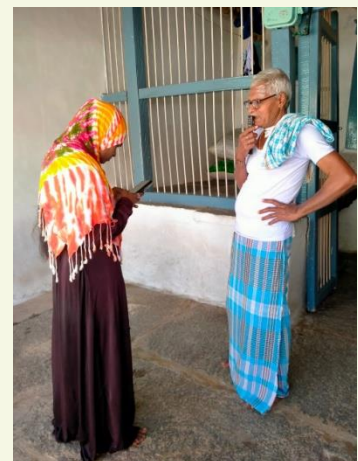
baseline survey. Thus, survey assessment plays a critical role in guiding decision-making and priority-setting for our program while involving community members in the process.

The followings will be considered during community needs assessment.

1. Defining community
2. Decide on scope
3. Identify assets
4. Make connections
5. Collect data

Main components of our Need Assessment involve:

1. Participatory Rural Appraisal
2. Focus Group Discussions
3. Social Mapping
4. Transit Walk



Kirloskar Ferrous Industries Ltd :

Culture and Traditions are the two faces of rural villages which represent the beauty of that village thus make India different from other countries. Culture is the lifeblood of a vibrant society, expressed in the many ways we tell our stories, celebrate, remember the past, entertain ourselves, and imagine the future. Our creative expression helps define who we are, and helps us see the world through the eyes of others. In addition to its intrinsic value, culture provides important social and economic benefits. With improved learning and health, increased tolerance, and opportunities to come together with others, culture enhances our quality of life and increases overall well-being for both individuals and communities. But in the recent era the knowledge of culture and tradition is diminishing in order to with stand that and to bring back the glimpse of the culture and tradition to the children SIRDS have started “PERSONALITY DEVELOPMENT” Program

Through this program we will be teaching the children regarding some values of life, Traditions to be followed, cultures that each child must have. For this program at initial stages we will be identifying teachers who are interested and capable for teaching the kids. The Criteria for selecting are they must be educated and must have knowledge regarding our ancient values, cultures and traditions moreover, those teachers must be interested in teaching these values to the children. Daily 2 hour sessions will be held in the evening. (The pilot project is being done with different group of children in the different villages of Yelburga District in 25 villages.)

This “Personality development” Program mainly includes; how to behave in the society, what are the values of the Parents, How and why to respect them, Build stage courage, Improve their social knowledge, Improve their skills, It also includes why and how to pray to almighty, Will be letting them know the importance of the country, how to respect the country and also making them

sing patriotic songs etc., this program does not include syllabus sessions it is completely for developing the culture and tradition values in the children

Through this our aim is build right kind of culture, which makes them feel nurtured and even loved. This help in uniting the children and share history and ideologies as those within their community. It ties them to their ancestry and provides a sensation of longevity which gives them a feeling of truth and living an authentic life. This step of the SIRDS may help in bringing back the values which had lost in the name of modernization

As a part of CSR we would like to take the personality development centers in 4 villages namely Bevinahalli, Lingadalli, Shahpur & Hitnal. There will be 2 training centers in each village with 25 students (aged between 3-18 yrs) from the village. By arranging these trainings for Children it will Improve Communication Skills in the children. Communication skills are a huge part of personality development. Personality development helps our child improve verbal and non-verbal communication and also improve their vocabulary and pronunciation along with aspire to work on their communication and interpersonal skills. It also enhances cognitive skills, help to build problem – solving capacities, thinking skills and imagination. It also focuses on the process of learning, rather than seeing expressions as only performance and demonstration of learning

If these aims, goals and objectives of developing a curriculum for cultural expression are worked through by a group of people representing different streams and stakeholders, an enriched curriculum for the state, for the country, including different schools, different ways of being could be arrived at soon enough; offering children many possible ways of being refined persons in touch with their world rather than being only exposed to a restricted and regimented school environment.

Highlights:

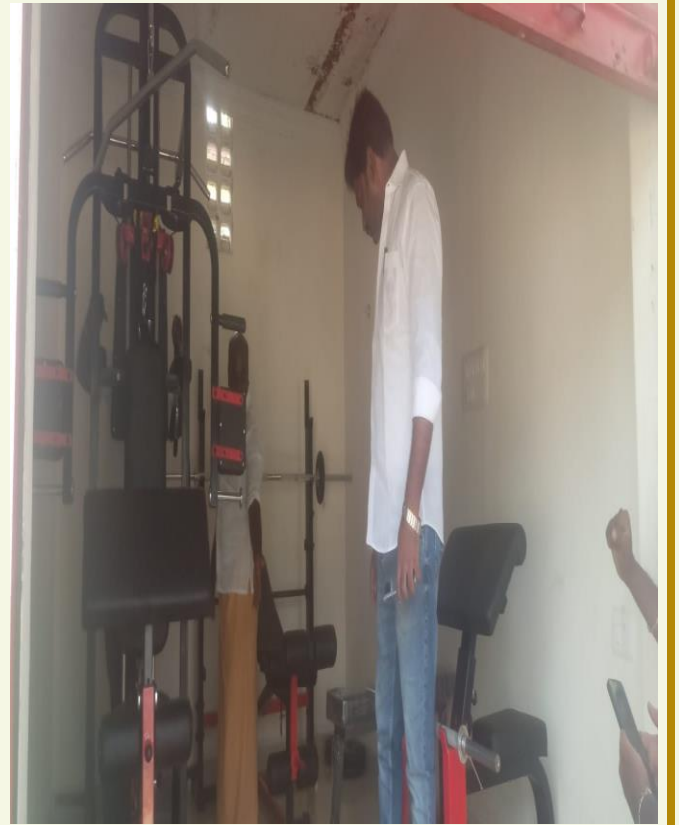
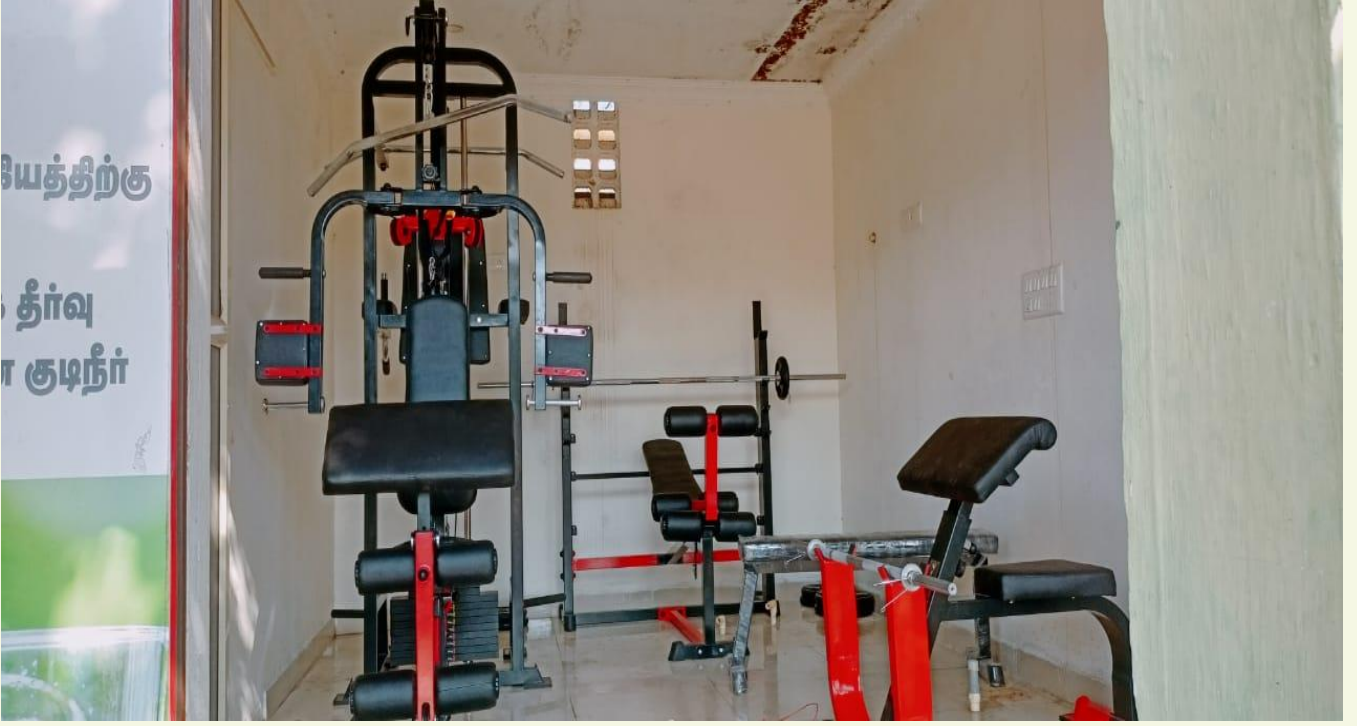
- 4 personality development centers in 4 villages namely Bevinahalli, Lingadalli, Shahpur & Hitnal
- Students (aged between 3-18 yrs) from each village, total 248 students benefited from this program



Personality Development Centers @ 5 villages in Koppal District



**INSTALLALATION OF GYM BY HCCB
AT NEMAM VILLAGE CHENNAI**



Kalyana Karnataka Human Resources Agriculture and Cultural Association, Kalburgi

The Kalyana Karnataka Human Resources Agriculture and Cultural Association has been started from the last year at all the Kalyana Karnataka location for the upliftment of the people. Accordingly KKHRACS implemented different schemes at different Taluks of these regions through different NGO'S and we Sarvodaya Integrated Rural development Society were handed over Three Taluks. They are Sandur from Bellary district and Hagaribommanahalli and Huvinahadagali from Vijayanagar District. The Kalyana Karnataka have been supporting the society at different sectors like Agriculture, Health, Education, Self Employment, Culture and Heritage and others.

| Sl. No | Particulars | Taluks | | | | | |
|----------|---|--------|-------|-----------|----------|-------|-----------|
| | | Sandur | Total | H B Halli | Hadagali | Total | Net Total |
| 1 | | | | | | | |
| 2 | AGRICULTURE | | | | | | |
| a | Honeybee Box | 12 | 12 | 46 | | 46 | 58 |
| b | Nursery seedlings | 5000 | 5000 | 5000 | 5000 | 10000 | 15000 |
| 3 | EDUCATION | | | | | | |
| a | Pragathi Kendra | 80 | 80 | 96 | 105 | 201 | 281 |
| b | Total Number of Students | 2358 | 2358 | 1545 | 2682 | 4227 | 6585 |
| c | Smart Class | 11 | 11 | 12 | 12 | 24 | 35 |
| d | Parade Bandset | | | 1 | 1 | 2 | 2 |
| 4 | SELF EMPOLYMENT | | | | | | |
| a | Kousalya Kendra | 36 | 36 | 26 | 31 | 57 | 93 |
| b | Total Number of women's being trained | 310 | 310 | 708 | 382 | 1090 | 1400 |
| c | Total Number of women completed 3 months training | 224 | 224 | 560 | 267 | 827 | 1051 |
| 5 | HEALTH | | | | | | |
| a | RO Water plant | | | 2 | 2 | 4 | 4 |
| 6 | CULTURE & HERITAGE | | | | | | |
| b | Bajana Kit | | | 1 | 1 | 2 | 2 |
| 7 | OTHERS | | | | | | |
| a | Covid Kits | 52 | 52 | 66 | 73 | 139 | 191 |

AGRICULTURE

For the upliftment of farmers of the society many schemes were implemented. These schemes were the means for farmers to increase their income. Following schemes were implemented:



01. Distribution of Honeybee box:

Among the various pollinating agents, honeybees play a very important role. The Nectar inside the colony has economic value therefore it adds an added income to the farmers. So, under this scheme total of 58 Honeybee boxes were distributed to the Farmers and 46 and 12 were shared by Hadagali and Sandur Taluk, respectively.

02.Nursery Saplings:

Total of 1500 saplings were distributed as 5000 each to each Taluks. These saplings supported the farmers and also enriched the No. of plants in the environment.

Education

To strengthen the education system of the Children in these areas Following programs were under taken:

01. Pragathi Kendra:

Learn after school program was started in the name of “Pragathi Kendras” at all the Villages of every Taluks. Therefore, we have total of 281 Pragathi Kendras were 6500+



students have been thought Customs, heritage and other curricular activities apart from syllabus.

02. Establishing Smart Classes

Visual learning using smart technology elements like images, graphs, flow charts, videos, etc., are considered highly effective and help students grasp the concepts quickly. Smart classrooms also reduce distractions, and therefore, students can concentrate more and retain more information. To enhance Students learning Power total of 35 Smart classes were established



03. Distribution of Parade Sets

Two Parade sets were distributed for boosting the students who were interested in Scouts n Guides.

SELF EMPLOYMENT

For employment generation especially to the women at village Skill training was started from Master Trainer in the name of Kousalya Kendras. Here the master trainers were asked to train regard Sewing and embroidery works to the local women's by providing each master trainer with 4 Tailoring Machines and 1 Pico Machine. There are total of 93 Kousalya Kendras were there are 1400+ women are being trained.



Health

Four RO Units were installed at schools & colleges in 4 villages of Vijayanagar district.



CULTURE AND HERITAGE & OTHERS

Total 144 COVID kits & 2 Band kits were distributed



Child Rights and Protection:

CHILDLINE-1098 24x07 Campaign for Safe, Free and Fearless Childhood

The major program that was successfully implemented under this thematic area is Child line 1098 helpline with the help of Child line India Foundation.

Intervention of SIRDS

Hall

Highlights of the year:



The major program that was successfully implemented under this thematic area is child line 1098 helpline where we have reached out scores of children in distress and created awareness trainings and campaigns on child rights and

protection our greatest support in this regard has been the Child line India Foundation. While the local police departments along with the department of Women and children, DLSA and DDWCD and DCPU have been a greatest support for the successful implementation of the program. The service is for 24 hours day and night. A total of 700 call were answered and prompt actions and intervention were followed with dedicated team of SARVODAY CHILDLINE-1098 Currently the program has a full-fledged team with we have 1 Coordinator 6 team Members, 1 Counsellor & 1 Volunteer.



Programs and Awareness Campaigns

2022-23

Creating awareness is the best way forward

- **Awareness on child rights and protection**
- **Children known about safety in travel and Child Rights.**
- **International Child Helpline Day.**
- **Special Awareness on Human Trafficking and Child Rights**
- **Anti Child Labor Day.**
- **Child line se Dosti**
- **Children's gram sabha and Child protection workshop**

- ⇒ *A total of 119 cases of child marriages were prevented with timely interventions*
- ⇒ *A Total of 173 cases reported 54 turned out to be false calls,*
- ⇒ *542 children were provided assistance including rescue and rehabilitation services.*
- ⇒ *A total of 700 case were reported of which 520 through CHILDLINE-1098 and 58 cases through outreach, and were successfully handled by the team,*
- ⇒ *12940 beneficiaries reached on child rights and protection issues through various training, awareness programs and campaigns.*
- ⇒ *Conducted international woman's day with the support of DDWCD and Shakhi on staff center, DLSA in Koppal city to bring about awareness of woman's and girl child and its impacts.*
- ⇒ *27 cases of child sexual abuse were reported of which 16 children were rescued and provided necessaru assistance*

Cases referred from 1098 or Outreach and awareness / Intervened during the year : (April-22 to March - 2023)

| Sl. No | Type of intervention | (April-22 to March- 2023) | | |
|----------------------|---|---------------------------|-------------------------|------------------------------|
| | | Did not found cases | Did Not Intervene cases | Actual Intervention provided |
| 01 | Medical | | 01 | 15 |
| 02 | Shelter | | 01 | 27 |
| 03 | Child Labor | 15 | 10 | 15 |
| 04 | Child Marriage | 34 | 38 | 119 |
| 05 | Emotional Abuse | | | 19 |
| 06 | Physical Abuse | 02 | | 38 |
| 07 | Child Found Begging | 30 | | 04 |
| 08 | Child Sexual Abuse | 07 | 02 | 16 |
| 09 | Corporal Punishment | | | 14 |
| 10 | Abandoned Child | 02 | 01 | 04 |
| 11 | Missing Child Found / Lost | 06 | | 06 |
| 12 | Parents Asking Help (Parents, Relatives, Friends etc.) | | | 09 |
| 13 | ES&G (Counseling) | | | 20 |
| 14 | Child Conflict with Law | | | 02 |
| 15 | School Drop Out and Education Related | 01 | 04 | 78 |
| 16 | Other Interventions (Basic Infrastructure like Road, Midday Meals, Water etc) | 07 | 03 | 156 |
| Overall Total | | 104 | 60 | 542 |

Awareness Program: (April-22 to March- 2023)

| Programs | No of program conducted | Children reached | Adults Reached | Authorities/ stake holders |
|--|-------------------------|------------------|----------------|----------------------------|
| Awareness | 20 | 855 | 1469 | |
| School Awareness | 33 | 3154 | 990 | |
| Special Event (CSD, Special Observance days, etc.,) | 10 | 1945 | 1952 | 76 |
| Meeting with stakeholders | 04 | - | - | 294 |
| Outreach | 133 | 1126 | 703 | |
| Training | 09 | - | - | 290 |



NABARD: FORMER PRODUCER ORGANISATION

Under the National Bank for Agriculture and Rural Development (NABARD) of Government of India, through NABARD farmers, especially small and marginal farmers are being collectivized at various levels, across several states with the objective of technology penetration, improving productivity, enabling improved access to inputs and increasing farmers' incomes thereby strengthening agriculture based sustainable livelihoods. To achieve these objectives, farmers are being grouped into Farmers Producer Organization (FPO) – the basic unit of the Project with about 500 farmers. Therefore Under Sarvodaya IRDS, Koppal 5 FPO'S have been Sanctioned at five different taluks of Koppal District Namely,

- | | | |
|--------------------|------|------------------|
| 1. BHATTADANADU | ---- | GANGAVATI TALUKA |
| 2. VISHWA VIKAS | ---- | KARATAGI TALUKA |
| 3. MESHAVARDHINI | ---- | YELBURGA TALUKA |
| 4. KSHEERAVARDHINI | ---- | KOPPAL TALUKA |
| 5. HOSABELAKU | ---- | KUSTAGI TALUKA |

IMPORTANT ACTIVITIES CONDUCTED BY FPOs.

Training Programmes

Capacity Building training to Board of Directors, Chief Executive officer and Farmer Producer Company Members

The National Bank for Agriculture and Rural Development (NABARD), Koppal in association with the SARVODAYA IRDS, Koppal is organized a one-day training programme for Capacity Building of BODs, CEOs, and FPO members. Business development through various agricultural practices, FPO finance management and its present status and future strategies will be discussed during the program,



Construction of Vermi Compost pits



Distributed Wheat bran Cattle feed to Company Shareholders





BUSINESS PLAN ACTIVITIES



2022



VEGETABLE MARKET

**HIREKERUR,
DIST:HAVERI,KARNATAKA**

**A project by:
Syngenta India Pvt Ltd and
NABARD**

A project implemented by
SARVODAYA
INTEGRATED RURAL DEVELOPMENT SOCIETY (R)

SARVODAYA INTEGRATED RURAL DEVELOPMENT SOCIETY

LENOV
1/1/2022



Vegetable Market – Project by Syngenta India Ltd and NABARD

| | |
|---|--|
| Project Over view: | |
| Name of the project: | Construction of Vegetable Market |
| Place: | Hirekerur Dist:Haveri |
| Purpose: | Vegetable Market |
| Cost of the Project: | 2,70,70,507/- |
| Commencement of Construction: | 13 March 2022 |
| Dedication of the Structure: | 12 October 2022 |
| Implemented by: | Sarvodaya Integrated Rural Development Society (R) |
| Design and Construction Partners | Solid Base Builders and Developers, Mubarak Constructions |

VEGETABLE MARKET

CSR initiative by Syngenta India Private Limited and NABARD

Though we are in 21st century, the rural markets are not fully developed with basic amenities and are lag behind in basic facilities with hygiene and proper infra structure. However, such rural markets are exchange centre of goods and services which flows from rural to urban, urban to rural and within the rural areas. In view of the importance of the market, it is understood that the market development is necessary need for overall development like Haat construction, drainage facility & transportation facility.

Provide roof structure for the market area & provide clean and comfortable trading area for the traders and customers and which ensures & provides a safe and comfortable buying experience for customers and selling experience for the traders. Increase the time of trade with comfortable place to trade with shade and elevated platforms.

Rural Marketing:

Rural marketing is now a two-way marketing process. There is inflow of products into rural markets for production or consumption and there is also

outflow of products to urban areas. The urban to rural flow consists of agricultural inputs, fast-moving consumer goods (FMCG) such as soaps, detergents, cosmetics, textiles, and so on. The rural to urban flow consists of agricultural produce such as rice, wheat, sugar, and cotton. There is also a movement of rural products within rural areas for consumption.

Rural Market in Hirekerur:

The rural Market in Hirekerur is part of the town community since long however the absence of the roofed structure, the market has been languished behind with major transactions or the trade happen throughout the day and making the traders a very uncomfortable experience to trade right under the scorching sun with an average temperature of 37 degrees and soaring up to 45 degrees in the summer. The proposed structures once realize, it would cater to nearly 500+ traders predominantly from the agriculture and farming productions and 10000+ buyers from various walks of life from Hirekerur and surrounding villages.

The current place have katta's constructed with the Government department but doesn't have any proper roofed structure which hinders the trading hours of the traders as well as the consumers to limited hours or these consumers and doesn't have proper drainage facility which increases the possibility of polluting the areas during the rainy season and in the process the produce itself. The proposed construction will **promote sustainable mechanisms to increase the livelihood of the farmers and growers of the agricultural products in large in the region and provide for protection and comfort for extended hours of trading**

Basis for selecting the locations the proposed intervention / need of Rural Haat :

- Need of the local farmers
- Feasibility and easy to access
- Spacious
- Existing market
- It's a public property maintenance
- Availability of better quality

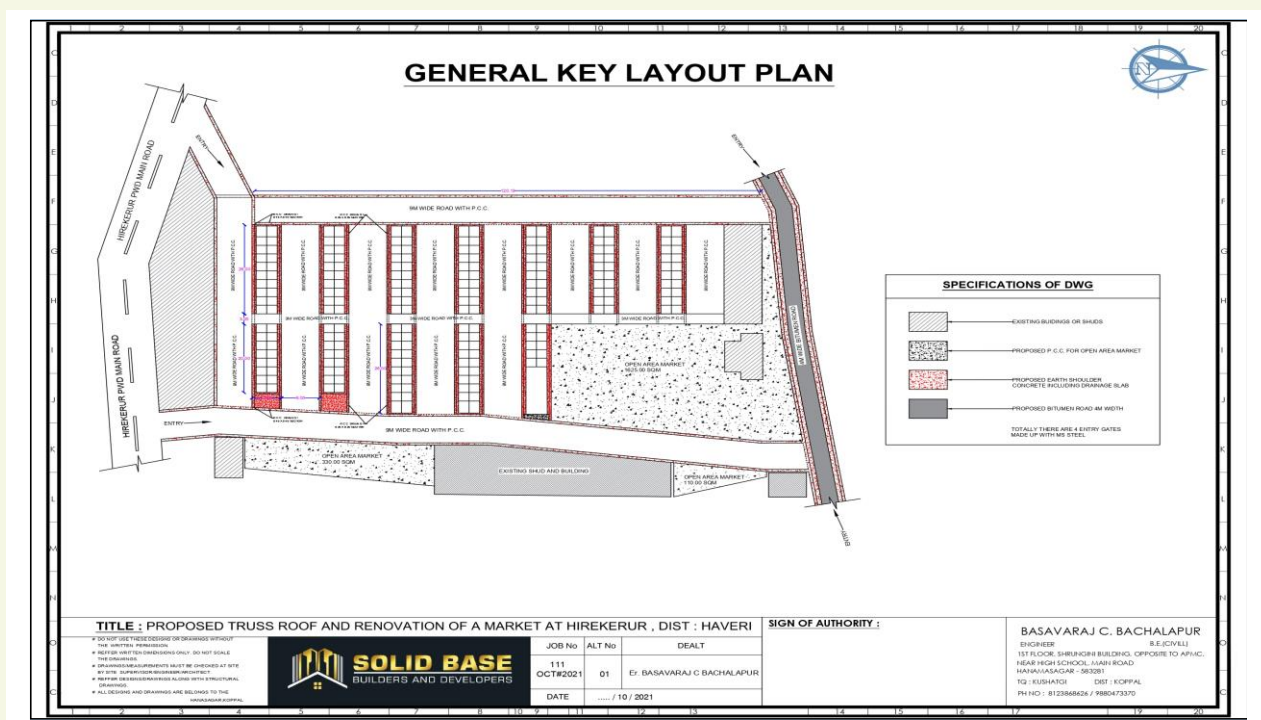
- Quality and Quantity of agro based products and vegetables
- Clean and healthy produce with the freshness to increase with the roofing available
- Access to the market anytime of the day with shading and spacing available for shopping
- Safe and comfortable place to buy with ample of space to move around and elevated shops

Impact on farmers or traders

- Better access to market in the local area
- Increase income due to long as trading is possible due to elevated & roofed market area.
- Increased a access to consumers with comfortable way of selling the goods
- Modernization of the rural market is utmost necessary

The Plan – Vegetable Market

The entire project planning was carried out in consultation with Syngenta team and NABARD with necessary inputs from the villagers and the technical inputs, opinions senior civil engineer from Sarvodaya IRDS and consultation partner – Solid Base Builders and Developers. The area required for the proposed project was 68000 sq.ft. which was made available within the Pattana Panchayat authority and a formal NO OBJECTION CERTIFICATE from the Pattana Panchayat was obtained for the construction of the structure.



The Project Participants

SIRDS involvement in the project included provision of the following services:

- Overall project and construction management
- Site Supervision
- Design and Drafting Services
- Quality checking of the materials

The local community was also a valued participant and provided the following:

- Allocation of land required for the Vegetable Market within the school premises
- Security for the building materials and equipment during construction

Expenditure

Final expenditure on this project was approximately 2,70,70,507/- which includes operating cost and construction cost.

Inauguration of Vegetable Market

Karnataka Agri Minister BC Patil inaugurates state of the art vegetable market developed by Syngenta India Pvt Ltd and NABARD at Hirekerur

Haveri (Karnataka), October 12, 2022: Farmers of 50 villages and agri traders will immensely benefit from the state-of-the-art vegetable market developed by Syngenta India at Hirekerur, said Karnataka Agriculture and Farmer's Welfare Minister Shri BC Patil today, adding that the facility is in line with Prime Minister Shri Narendra Modi's vision of empowering farmers.

"I thank Syngenta India and NABARD for coming together to give a new look to Hirekerur vegetable market under their CSR programmes," said Shri Patil after inaugurating the upgraded facility.

One of the unique projects of its kind, both in quality and magnitude, Hirekerur vegetable market is spread over sprawling 85000 square feet, with 12 platforms, 68000 square feet of covered roof, 7 sheds, 16 solar lights, 21 roof ventilators, 130 boards with safety messages and 2 arches. All this will greatly facilitate the selling and buying experiences of farmers, traders and consumers. It will add to enhancing farmers' incomes as well.

Susheel Kumar, Managing Director, Managing Director, Syngenta India Pvt Ltd, said that Hirekerur vegetable market has been upgraded under I-CLEAN (Inculcating Cleanliness,

Learning, Education, Awareness and New Habits), one of our most innovative sustainable solutions with a long-term impact on the socio-economic conditions of rural communities in India.

“The vegetable market at Hirekerur has facility for 500 vendors. The weekly average footfall of over 15000 has been factored in while making this facility. We have also developed rainwater harvesting structure throughout the market and the water collected is discharged to the nearby lake, making this a unique facility of its kind,” added Kumar.

Reflecting about I-CLEAN Hirekerur project, Dr KC Ravi, Chief Sustainability Officer, Syngenta India, said: “I-CLEAN is inspired by Prime Minister Shri Narendra Modi’s vision of Swachh Bharat and doubling of farmers income. We feel enormously humbled at having contributed to this noble mission of Prime Minister. This project will effectively address the need of local villages and communities and help them strengthen their economies, provide better quality of life, and build and utilize available local assets.”

“A vegetable market is the nerve-centre of rural economies, and it acts as the convergence point of opportunities - for farmers, traders and consumers. We’re glad to have run this unique program I-CLEAN across 25 rural locations in four states, which has helped over 500,000 farmers and farm workers improve their lives and incomes,” said Dr Ravi.

Sharing the vision behind NABARD-Syngenta India collaboration for Hirekerur vegetable market project, Mahadev Kirti, District Divisional Manager, NABARD, Karnataka, said that “our common goal is to accelerate the pace of contribution to rural economies by creating access to modern facilities for farmers and other stakeholders. It will help them to increase their income and improve their livelihoods as well.”

The Chronicles in Images

















MEDIA COVERAGE



ಹಿರೇಕೆರೂರ ಪಟ್ಟಣದಲ್ಲಿ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮಾರುಕಟ್ಟೆಯನ್ನು ಬುಧವಾರ ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ.ಪಾಟೀಲ ಉದ್ಘಾಟಿಸಿದರು. ರಾಜ್ಯ ಉಗ್ರಾಣ ನಿಗಮದ ಅಧ್ಯಕ್ಷ ಯು.ಬಿ.ಬಣಕಾರ, ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾದ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕ ಸುಶೀಲಕುಮಾರ್, ಸರ್ವೋದಯ ಸಮಗ್ರ ಗ್ರಾಮೀಣಾಭಿವೃದ್ಧಿ ಸಂಸ್ಥೆ ಅಧ್ಯಕ್ಷ ನಾಗರಾಜ ದೇಸಾಯಿ ಮತ್ತಿತರರು ಇದ್ದರು.

ಸುಸಜ್ಜಿತ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮಾರುಕಟ್ಟೆ ಕಾರ್ಯಾರಂಭ

ಹಿರೇಕೆರೂರ: ರೈತರು, ವ್ಯಾಪಾರಸ್ಥರು ಹಾಗೂ ಸಾರ್ವಜನಿಕರಿಗೆ ಅನುಕೂಲವಾಗುವ ಜತೆಗೆ ಸ್ವಚ್ಛ ಮಾರ್ಕೆಟ್ ಮಾಡುವ ಉದ್ದೇಶದಿಂದ ಪಟ್ಟಣದ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮೈದಾನವನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಗಿದೆ ಎಂದು ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ.ಪಾಟೀಲ ಹೇಳಿದರು.

ಪಟ್ಟಣದಲ್ಲಿ ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಕಂಪನಿಯ ಸಾಮಾಜಿಕ ಹೊಣೆಗಾರಿಕೆ ಕಾರ್ಯಕ್ರಮದಡಿ ನಬಾರ್ಡ್ ಸಹಯೋಗದಲ್ಲಿ ಕೊಪ್ಪಳದ ಸರ್ವೋದಯ ಸಮಗ್ರ ಗ್ರಾಮೀಣಾಭಿವೃದ್ಧಿ ಸಂಸ್ಥೆ ವತಿಯಿಂದ 2.65 ಕೋಟಿ ರೂ ವೆಚ್ಚದಲ್ಲಿ ಸುಸಜ್ಜಿತವಾಗಿ ನಿರ್ಮಾಣಗೊಂಡಿರುವ ತರಕಾರಿ ಮಾರುಕಟ್ಟೆಯನ್ನು ಬುಧವಾರ ಉದ್ಘಾಟಿಸಿ ಅವರು ಮಾತನಾಡಿದರು.

ರೈತ ಸಮುದಾಯಕ್ಕಾಗಿ ಸುಸಜ್ಜಿತವಾದ ಮಾರುಕಟ್ಟೆ ನಿರ್ಮಾಣ ಮಾಡುವುದು ನನ್ನ ಕನಸಾಗಿತ್ತು. ಮಳೆಗಾಲದಲ್ಲಿ ಬೇಸಿಗೆಯಲ್ಲಿ ರೈತರು ವ್ಯಾಪಾರಸ್ಥರು ಹಾಗೂ ಸಾರ್ವಜನಿಕರು ತೊಂದರೆ ಅನುಭವಿಸುತ್ತಿದ್ದರು. ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮೈದಾನವನ್ನು ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಸಹಯೋಗದಲ್ಲಿ ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಗಿದೆ. ಎಲ್ಲ ವ್ಯವಸ್ಥೆಗಳನ್ನು ಕಲ್ಪಿಸಲಾಗಿದೆ. ಪಟ್ಟಣ ಪಂಚಾಯತಿಯವರು ಸಮರ್ಪಕ ನಿರ್ವಹಣೆ ಮಾಡಬೇಕು ಎಂದು ಸೂಚಿಸಿದರು.

ಇಂದು ತಾಲೂಕಿನ ಜನತೆ ಶಾಶ್ವತ ಕುಡಿಯುವ ನೀರಿನ ಸಮಸ್ಯೆಯಿಂದ ಮುಕ್ತಿ ಹೊಂದಿದ್ದಾರೆ. ಅನೇಕ ಕೆರೆ ತುಂಬಿಸುವ ಯೋಜನೆಗಳಿಂದ ತಾಲೂಕಿನ ಶೇ.90ರಷ್ಟು ಕೆರೆಗಳು ತುಂಬಿವೆ. ಅಂತರ್ಜಲಮಟ್ಟ ಹೆಚ್ಚಾಗಿರುವ ಕಾರಣ

ರೈತರು ನೀರಾವರಿ ಬೆಳೆಗಳನ್ನು ಬೆಳೆಯಲು ಅನುಕೂಲವಾಗಿದೆ ಎಂದರು.

ರಾಜ್ಯ ಉಗ್ರಾಣ ನಿಗಮದ ಅಧ್ಯಕ್ಷ ಯು.ಬಿ.ಬಣಕಾರ ಮಾತನಾಡಿ, ಪಟ್ಟಣದ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮೈದಾನ ಅಭಿವೃದ್ಧಿಯಿಂದ ಜನತೆ ಅನುಭವಿಸುತ್ತಿದ್ದ ತೊಂದರೆಗಳು ನಿವಾರಣೆಯಾಗಿ ನಮ್ಮದಿಯಿಂದ ವ್ಯಾಪಾರ ಮಾಡಲು, ಸಾರ್ವಜನಿಕರಿಗೆ ಸಂತೆ ಮಾಡಲು ಅನುಕೂಲವಾಗಲಿದೆ ಎಂದರು.

ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾದ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕ ಸುಶೀಲಕುಮಾರ್, ಮುಖ್ಯ ಸುಸ್ಥಿರತೆ ಅಧಿಕಾರಿ ಡಾ.ಕೆ.ಸಿ. ರವಿ, ಪಪಂ ಅಧ್ಯಕ್ಷ ಕಂಠಾಧರ ಅಂಗಡಿ, ಉಪಾಧ್ಯಕ್ಷ ವಿಜಯಶ್ರೀ ಬಂಗೇರ, ಸರ್ವೋದಯ ಸಮಗ್ರ ಗ್ರಾಮೀಣಾಭಿವೃದ್ಧಿ ಸಂಸ್ಥೆ ಅಧ್ಯಕ್ಷ ನಾಗರಾಜ ದೇಸಾಯಿ, ಮಹದೇವ ಕೀರ್ತಿ, ಫಣಂದ್ರ, ಪಪಂ ಸದಸ್ಯರಾದ ರಮೇಶ ತೋರಣಗಟ್ಟಿ, ದಿಲ್ಶಾದ ಬಳಗಾರ, ಚಂದ್ರಕಲಾ ಕೋರಿಗೌಡ್, ಹರೀಶ ಕಲಾಲ, ಶಂಶಾದ ಕುಪ್ಪೇಲೂರ, ರಮೇಶ ಕೊಡಿಹಳ್ಳಿ, ರಾಜು ಕರಡಿ, ಹನುಮಂತಪ್ಪ ಕುರುಬರ, ಪೂಜಾ ತಂಬಾಕದ, ಅಲ್ಟಾಫ್‌ಖಾನ್ ಪಠಾನ್, ರಜಯಾ ಅಸದಿ, ಸುಧಾ ಚಿಂಡಿ, ಗುರುಶಾಂತ ಎತ್ತಿನಹಳ್ಳಿ, ಕವಿತಾ ಹಾರ್ಲೆ, ಬಸವರಾಜ ಕಟ್ಟಮನಿ, ಕುಸುಮಾ ಬಣಕಾರ, ಶಿವಕುಮಾರ ತಿಪ್ಪಕಟ್ಟಿ, ಹನುಮಂತಪ್ಪ ಮಡವಾಳರ, ಹೊನ್ನಪ್ಪ ಸಾಲಿ, ಮುಖ್ಯಾಧಿಕಾರಿ ಪಂಪಾಪತಿ ನಾಯಕ, ಟಿಎಸ್‌ಪಿಎಂಎಸ್ ಅಧ್ಯಕ್ಷ ಎಸ್.ಎಸ್.ಪಾಟೀಲ, ಡಿ.ಸಿ.ಪಾಟೀಲ, ಸೃಷ್ಟಿ ಪಾಟೀಲ, ರವಿಶಂಕರ ಬಾಳಕಾಯಿ ಇದ್ದರು.

ಸಂತೆ ಮಾರುಕಟ್ಟೆ ಸದ್ಬಳಕೆ ಮಾಡಿಕೊಳ್ಳಿ: ಪಾಟೀಲ

ಹಿರೇಕೆರೂರ: ರೈತರು, ವ್ಯಾಪಾರಸ್ಥರು ಹಾಗೂ ಸಾರ್ವಜನಿಕರಿಗೆ ಅನುಕೂಲ ಕಲ್ಪಿಸುವ ಜತೆಗೆ ಸ್ವಚ್ಛ ಮಾರುಕಟ್ಟೆ ಮಾಡುವ ಉದ್ದೇಶದಿಂದ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮೈದಾನವನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಗಿದೆ. ಇದೊಂದು ಮಾದರಿ ಸಂತೆ ಮಾರುಕಟ್ಟೆಯಾಗಿ ಅಭಿವೃದ್ಧಿಯಾಗಿದೆ ಎಂದು ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ.ಪಾಟೀಲ ಹೇಳಿದರು.

ಪಟ್ಟಣದಲ್ಲಿ ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪೈವೆಟ್ ಲಿಮಿಟೆಡ್ ವತಿಯಿಂದ ಅಭಿವೃದ್ಧಿಪಡಿಸಿರುವ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮಾರುಕಟ್ಟೆ ಉದ್ಘಾಟಿಸಿ ಮಾತನಾಡಿದರು.

ಮಳೆಗಾಲದಲ್ಲಿ ರೈತರು, ವ್ಯಾಪಾರಸ್ಥರು ಹಾಗೂ ಸಾರ್ವಜನಿಕರು ತೊಂದರೆ ಅನುಭವಿಸುತ್ತಿದ್ದರು. ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮೈದಾನವನ್ನು ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಸಹಯೋಗದಲ್ಲಿ ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಗಿದೆ. ಇದೊಂದು ಮಾದರಿ ಸಂತೆ ಮಾರುಕಟ್ಟೆಯಾಗಿ ಅಭಿವೃದ್ಧಿಯಾಗಿದೆ. ಸಂತೆ ಮೈದಾನದಲ್ಲಿ ಕಾಲುವೆ, ಮೇಲ್ವಿಳಿ, ಮೈದಾನದಲ್ಲಿ ಕಾಂಕ್ರೀಟ್ ಹಾಕುವುದು, ಸೋಲಾರ ದೀಪ ಹಾಗೂ ಗೇಟ್ ಅಳವಡಿಸಿ ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಗುತ್ತಿದೆ. ವ್ಯಾಪಾರ ಸ್ಥಳ ಕಟ್ಟಿಗಳನ್ನು ನಿರ್ಮಾಣ ಮಾಡಲಾಗಿದೆ ಹಾಗೂ ಮೈದಾನದಲ್ಲಿ ನೀರು ನಿಲ್ಲದಂತೆ ಮೇಲ್ವಿಳಿಯಿಂದ ಒಂದೇ ಸ್ಥಳದಲ್ಲಿ ನೀರು ಬರುವ ಹಾಗೆ ವ್ಯವಸ್ಥೆ ಮಾಡಲಾಗಿದೆ. ಪಟ್ಟಣ ಪಂಚಾಯತಿಯವರು ಸಮರ್ಪಕ ನಿರ್ವಹಣೆ ಮಾಡಬೇಕೆಂದು ಸೂಚಿಸಿದರು.

ಪಟ್ಟಣದಲ್ಲಿ ಈಗಾಗಲೇ ಅನೇಕ ಅಭಿವೃದ್ಧಿ ಕಾರ್ಯ ಕೈಗೊಳ್ಳಲಾಗಿದೆ. ಹಿರೇಕೆರೂರ ಹಾಗೂ ರಟ್ಟೆಹಳ್ಳಿ ತಾಲೂಕಿನ ಸರ್ವಾಂಗೀಣ ಅಭಿವೃದ್ಧಿಗೆ ಬದ್ಧರಾಗಿರುವುದಾಗಿ ತಿಳಿಸಿದರು. ಕೇಂದ್ರ ಹಾಗೂ ರಾಜ್ಯ ಬಿಡುಗಡೆ ಸರ್ಕಾರಗಳು, ಡೆಜಲ್ ಎಂಜಿನ್‌ಗಳಿಗೆ ಕಾರ್ಯನಿರ್ವಹಿಸುವ



ಹಿರೇಕೆರೂರ: ಪಟ್ಟಣದಲ್ಲಿ ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಕಂಪನಿ ಅಭಿವೃದ್ಧಿಪಡಿಸಿದ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮಾರುಕಟ್ಟೆ ಉದ್ಘಾಟಿಸಿ ಸಮಾರಂಭಕ್ಕೆ ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ.ಪಾಟೀಲ ಚಾಲನೆ ನೀಡಿದರು.

ಮೂಲಕ ಜನಪರ ಯೋಜನೆಗಳನ್ನು ಜಾರಿಗೊಳಿಸಿ, ಜನರ ಸಂಕಷ್ಟಗಳಿಗೆ ಸ್ಪಂದಿಸುವ ಕಾರ್ಯ ಮಾಡುತ್ತಿವೆ. ಕೃಷಿ ಇಲಾಖೆಯಿಂದ ಹಸುಗಳ ವಿತರಣೆ, ತಾಡವತ್ತೆ, ತುಂತುರು ನೀರಾವರಿ ಸಲಕರಣೆಗಳನ್ನು ರೈತರಿಗೆ ವಿತರಿಸಲಾಗುತ್ತಿದೆ. ಪಿಎಂ ಕಿಸಾನ್ ಯೋಜನೆಯಡಿ ರೈತರಿಗೆ ವಾರ್ಷಿಕ 10 ಸಾವಿರ ನೀಡಲಾಗುತ್ತಿದೆ. ರಿಯಾಯಿತಿ ದರದಲ್ಲಿ ರಸಗೊಬ್ಬರ ವಿತರಣೆ ಮಾಡುವ ಮೂಲಕ ರೈತರ ನೆರವಿಗೆ ಧಾವಿಸುವ ಮೂಲಕ ರೈತರ ಆದಾಯ ದ್ವಿಗುಣಗೊಳಿಸಲು ಕ್ರಮ ವಹಿಸಲಾಗಿದೆ. ರೈತರಿಗೆ ನೆರವಾಗಲು ರೈತ ಶಕ್ತಿ ಯೋಜನೆಯನ್ನು ಜಾರಿಗೊಳಿಸಲಾಗುತ್ತಿದೆ. ಎಲ್ಲ ಯೋಜನೆಗಳನ್ನು ಸದ್ಬಳಕೆ ಮಾಡಿಕೊಂಡು ಕೃಷಿಯನ್ನು ಲಾಭದಾಯಕ ಮಾಡಿಕೊಳ್ಳಬೇಕೆಂದರು.

ಗ್ರಾಮೀಣ ಪ್ರದೇಶಗಳ ಮಕ್ಕಳಿಗೆ ತಂತ್ರಜ್ಞಾನ ಆಧಾರಿತ ಶಿಕ್ಷಣ ನೀಡಲು ಅನುಕೂಲವಾಗುವಂತೆ ಸಿಂಜೆಂಟಾ ಕಂಪನಿ ವತಿಯಿಂದ ಹಿರೇಕೆರೂರ ಹಾಗೂ ರಟ್ಟೆಹಳ್ಳಿ ತಾಲೂಕಿನ

ಎಲ್ಲ ಶಾಲೆಗಳಿಗೆ ಸ್ಟಾರ್ಟ್‌ಅಪ್ ಸೌಲಭ್ಯ ಕಲ್ಪಿಸಿ ರೈತರ ಮಕ್ಕಳಿಗೆ ಅವಕಾಶ ಕಲ್ಪಿಸಲು ಮುಂದಾಗಬೇಕೆಂದರು.

ರಾಜ್ಯ ಉಗ್ರಾಣ ನಿಗಮದ ಅಧ್ಯಕ್ಷ ಯು.ಬಿ.ಬಣಕಾರ ಮಾತನಾಡಿ, ಪಟ್ಟಣದ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮೈದಾನ ಅಭಿವೃದ್ಧಿಯಿಂದ ಜನತೆ ಅನುಭವಿಸುತ್ತಿದ್ದ ತೊಂದರೆಗಳು ನಿವಾರಣೆಯಾಗಿ ನಮ್ಮದಿಯಿಂದ ವ್ಯಾಪಾರ ಮಾಡಲು ಸಂತೆ ಮಾಡಲು ಅನುಕೂಲವಾಗಲಿದೆ ಎಂದರು.

ಸಿಂಜೆಂಟಾ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕ ಸುಶೀಲಕುಮಾರ್, ಮುಖ್ಯ ಸುಸ್ಥಿರತೆ ಅಧಿಕಾರಿ ಡಾ.ಕೆ.ಸಿ. ರವಿ, ಪಪಂ ಅಧ್ಯಕ್ಷ ಕಂಠಾಧರ ಅಂಗಡಿ, ಉಪಾಧ್ಯಕ್ಷ ವಿಜಯಶ್ರೀ ಬಂಗೇರ, ಮಹದೇವ ಕೀರ್ತಿ, ಫಣಂದ್ರ, ಪಪಂ ಸದಸ್ಯರಾದ ರಮೇಶ ತೋರಣಗಟ್ಟಿ, ದಿಲ್ಶಾದ ಬಳಗಾರ, ಚಂದ್ರಕಲಾ ಕೋರಿಗೌಡ್, ಹರೀಶ ಕಲಾಲ, ಶಂಶಾದ ಕುಪ್ಪೇಲೂರ, ರಮೇಶ ಕೊಡಿಹಳ್ಳಿ, ರಾಜು ಕರಡಿ, ಹನುಮಂತಪ್ಪ ಕುರುಬರ, ಪೂಜಾ ತಂಬಾಕದ, ಅಲ್ಟಾಫ್‌ಖಾನ್ ಇತರರಿದ್ದರು.

ರೈತರಿಗೆ ಸುಸಜ್ಜಿತವಾದ ಸಂತೆ ಮಾರುಕಟ್ಟೆ

ಹಿರೇಕೆರೂರಲ್ಲಿ ತರಕಾರಿ ಮಾರುಕಟ್ಟೆ ಉದ್ಘಾಟಿಸಿದ ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ. ಪಾಟೀಲ

• ಕನ್ನಡಪ್ರಭ ವಾರ್ತೆ ಹಿರೇಕೆರೂರು
ರೈತರು, ವ್ಯಾಪಾರಸ್ಥರು ಹಾಗೂ ಸಾರ್ವಜನಿಕರಿಗೆ ಅನುಕೂಲವಾಗುವ ಜತೆಗೆ ಸ್ವಚ್ಛ ಮಾರ್ಕೆಟ್ ಮಾಡುವ ಉದ್ದೇಶದಿಂದ ಪಟ್ಟಣದ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮೈದಾನವನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಗಿದೆ. ರೈತರು ಸದುಪಯೋಗ ಪಡಿಸಿಕೊಳ್ಳಬೇಕು ಎಂದು ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ. ಪಾಟೀಲ ಹೇಳಿದರು.



ಹಿರೇಕೆರೂರು ಪಟ್ಟಣದಲ್ಲಿ ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್ ವತಿಯಿಂದ ಅಭಿವೃದ್ಧಿಪಡಿಸಿದ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮಾರುಕಟ್ಟೆಯನ್ನು ಬುಧವಾರ ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ. ಪಾಟೀಲ ಉದ್ಘಾಟಿಸಿದರು.

ಪಟ್ಟಣದಲ್ಲಿ ಪಟ್ಟಣದಲ್ಲಿ ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್ ಮತ್ತು ನಬಾರ್ಡ್ ಸಹಯೋಗದಲ್ಲಿ ೨.65 ಕೋಟಿ ವೆಚ್ಚದಲ್ಲಿ ಸುಸಜ್ಜಿತವಾಗಿ ನಿರ್ಮಾಣಗೊಂಡಿರುವ ತರಕಾರಿ ಮಾರುಕಟ್ಟೆಯನ್ನು ಉದ್ಘಾಟಿಸಿ ಬುಧವಾರ ಉದ್ಘಾಟಿಸಿ ಅವರು ಮಾತನಾಡಿದರು.

ರೈತ ಸಮುದಾಯಕ್ಕಾಗಿ ಸುಸಜ್ಜಿತವಾದ ಮಾರುಕಟ್ಟೆ ನಿರ್ಮಾಣ ಮಾಡುವುದು ನನ್ನ ಕನಸಾಗಿತ್ತು. ಅದನ್ನು ಸಿಂಜೆಂಟಾ ಕಂಪನಿ ಈಡೇರಿಸಿ ರೈತರು ಮತ್ತು ವ್ಯಾಪಾರಸ್ಥರಿಗೆ ಸಂತಸ ತಂದಿದೆ. ಮಳೆಗಾಲದಲ್ಲಿ ಮತ್ತು ಬೇಸಿಗೆಯಲ್ಲಿ ರೈತರು ವ್ಯಾಪಾರಸ್ಥರು ಹಾಗೂ ಸಾರ್ವಜನಿಕರು ತೊಂದರೆ ಅನುಭವಿಸುತ್ತಿದ್ದರು. ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮೈದಾನವನ್ನು ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಸಹಯೋಗದಲ್ಲಿ ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಗಿದೆ. ಎಲ್ಲ ವ್ಯವಸ್ಥೆಗಳನ್ನು ಕಲ್ಪಿಸಲಾಗಿದೆ. ಪಟ್ಟಣ ಪಂಚಾಯತಿಯವರು ಸಮರ್ಪಕ ನಿರ್ವಹಣೆ ಮಾಡಬೇಕು ಎಂದು ಸೂಚಿಸಿದರು. ಪಟ್ಟಣದಲ್ಲಿ ಈಗಾಗಲೇ ಅನೇಕ ಅಭಿವೃದ್ಧಿ ಕಾರ್ಯಗಳು ಕೈಗೊಳ್ಳಲಾಗಿದೆ. ಹಿರೇಕೆರೂರು ಹಾಗೂ ರಬ್ಬೀಹಳ್ಳಿ ತಾಲೂಕಿನ ಸರ್ವಾಂಗೀಣ ಅಭಿವೃದ್ಧಿಗೆ ಬದಲಾಗಿರುವುದಾಗಿ ತಿಳಿಸಿದರು.

ವರಿ ಬೆಳೆಗಳನ್ನು ಬೆಳೆಯಲು ಅನುಕೂಲವಾಗಿದೆ. ಸಿಂಜೆಂಟಾ ಕಂಪನಿ ದೇಶದಲ್ಲಿ ರೈತರ ಅಭಿವೃದ್ಧಿ ಪರ ಕೆಲಸಗಳನ್ನು ಮಾಡುತ್ತಾ ಬಂದಿದೆ. ಕೇವಲ ಬೀಜ ಔಷಧಿಗಳನ್ನು ಮಾತ್ರ ನೀಡದೇ ಕೃಷಿ ಕ್ಷೇತ್ರದಲ್ಲಿ ಅನೇಕ ಅಭಿವೃದ್ಧಿ ಕೆಲಸಗಳನ್ನು ಮಾಡುವ ಮೂಲಕ ರೈತರಿಗೆ ಬೆನ್ನಲುಬಾಗಿ ನಿಂತಿದೆ ಎಂದರು.

ರೈತರಿಗೆ ನೆರವಾಗಲು ರೈತ ಶಕ್ತಿ ಯೋಜನೆಯನ್ನು ಜಾರಿಗೊಳಿಸಲಾಗುತ್ತಿದೆ. ಕೃಷಿಯನ್ನು ಲಾಭದಾಯಕವನ್ನಾಗಿಸಿಕೊಳ್ಳಬೇಕು ಎಂದರು.

ರಾಜ್ಯ ಉಗ್ರಾಣ ನಿಗಮದ ಅಧ್ಯಕ್ಷ ಯು.ಬಿ. ಬಣಕಾರ ಮಾತನಾಡಿ, ಪಟ್ಟಣದ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮೈದಾನ ಅಭಿವೃದ್ಧಿಯಿಂದ ಜನತೆ ಅನುಭವಿಸುತ್ತಿದ್ದ ತೊಂದರೆಗಳು ನಿವಾರಣೆಯಾಗಿ ನೆಮ್ಮದಿಯಿಂದ ವ್ಯಾಪಾರ ಮಾಡಲು ಸಾರ್ವಜನಿಕರಿಗೆ ಸಂತೆ ಮಾಡಲು ಅನುಕೂಲವಾಗಲಿದೆ. ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ. ಪಾಟೀಲ ತಮ್ಮ ಇಲಾಖೆಯ ಕಾರ್ಯಗಳ ಜತೆಗೆ ಇಂತಹ ಸಾರ್ವಜನಿಕರಿಗೆ ಅನುಕೂಲ ಮಾಡುವ ಕಾರ್ಯಗಳನ್ನು ಮಾಡಬಹುದು ಎಂಬುದನ್ನು ತೋರಿಸಿಕೊಟ್ಟಿದ್ದಾರೆ. ಅವರ ಈ ಕಾರ್ಯ

ಶ್ಲಾಘನೀಯವಾಗಿದೆ. ಸಿಂಜೆಂಟಾ ಕಂಪನಿಯು ಮಾರುಕಟ್ಟೆ ಅಭಿವೃದ್ಧಿ ಪಡಿಸುವ ಮೂಲಕ ರೈತರಿಗೆ ಅನುಕೂಲ ಮಾಡುವ ಜತೆಗೆ ಸಾಮಾಜಿಕ ಕಳಕಳಿಯ ಕಾರ್ಯ ಮಾಡಿದ್ದಾರೆ ಎಂದರು.

ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾದ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕ ಸುಶೀಲಕುಮಾರ್, ಮುಖ್ಯ ಸುಸ್ಥಿರತೆ ಅಧಿಕಾರಿ ಡಾ. ಕೆ.ಸಿ. ರವಿ, ಪಪಂ ಅಧ್ಯಕ್ಷ ಕಂಠಾಧರ ಅಂಗಡಿ, ಉಪಾಧ್ಯಕ್ಷ ವಿಜಯಶ್ರೀ ಬಂಗೇರ, ಮಹದೇವ ಕೀರ್ತಿ, ಘಣೇಂದ್ರ, ಪಪಂ ಸದಸ್ಯರಾದ ರಮೇಶ ತೋರಣಗಟ್ಟಿ, ದಿಲ್‌ಶಾದ ಬಳಗಾರ, ಚಂದ್ರಕಲಾ ಕೋರಿಗೌಡ, ಹರೇಶ ಕಲಾಲ, ಶಂಶಾದ ಕುಪ್ಪೇಲೂರ, ರಮೇಶ ಕೊಡಿಹಳ್ಳಿ, ರಾಜು ಕರಡಿ, ಹನುಮಂತಪ್ಪ ಕುರುಬರ, ಪೂಜಾ ತಂಬಾಕದ, ಅಲ್ಪಾಘ್‌ಖಾನ್ ಪಠಾಣ್, ರಜೆಯಾ ಅಸದಿ, ಸುಧಾ ಚಂದ್ರಿ, ಗುರುಶಾಂತ ಎತ್ತಿನಹಳ್ಳಿ, ಕವಿತಾ ಹಾರ್ಲೆ, ಬಸವರಾಜ ಕಟ್ಟಮನಿ, ಕುಸುಮಾ ಬಣಕಾರ, ಶಿವಕುಮಾರ ತಿಪ್ಪಶೆಟ್ಟಿ, ಹನುಮಂತಪ್ಪ ಮಡಿವಾಳರ, ಹೊನ್ನಪ್ಪ ಸಾಲಿ, ಮುಖ್ಯಾಧಿಕಾರಿ ಪಂಪಾಪತಿ ನಾಯಕ, ಟಿವಿಪಿಸಿಎಂಎಸ್ ಅಧ್ಯಕ್ಷ ಎಸ್.ಎಸ್. ಪಾಟೀಲ, ಡಿ.ಸಿ. ಪಾಟೀಲ, ಸೃಷ್ಟಿ ಪಾಟೀಲ, ರವಿಶಂಕರ ಬಾಳಕಾಯಿ ಇದ್ದರು.

ಸುಸಜ್ಜಿತ ತರಕಾರಿ ಮಳಿಗೆ ಉದ್ಘಾಟಿಸಿದ ಸಚಿವ ಬಿ.ಸಿ. ಪಾಟೀಲ

ರೈತರ ಬವಣೆ ತಗ್ಗಿಸಿದ ಮಾರುಕಟ್ಟೆ

ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ

ಹಿರೇಕೆರೂರು: ₹2.65 ಕೋಟಿ ವೆಚ್ಚದಲ್ಲಿ ಸುಸಜ್ಜಿತವಾದ 242 ಮಳಿಗೆ ಗಳನ್ನು ತರಕಾರಿ ಮಾರಾಟಗಾರರಿಗೆ ನಿರ್ಮಿಸಿ ಕೊಡಲಾಗಿದೆ. ಮಾರಾಟ ಗಾರರು ಇದರ ಸದೃಶಕ ಮಾಡಿಕೊಳ್ಳ ಬೇಕು ಎಂದು ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ. ಪಾಟೀಲ ಹೇಳಿದರು.



ಹಿರೇಕೆರೂರು ಪಟ್ಟಣದ ತರಕಾರಿ ಮಳಿಗೆಗಳಿಗೆ ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ.ಪಾಟೀಲ ಚಾಲನೆ ನೀಡಿದರು

ಪಟ್ಟಣದಲ್ಲಿ ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್ ಮತ್ತು ನಬಾರ್ಡ್ ಸಹಯೋಗದಲ್ಲಿ ನಿರ್ಮಾಣಗೊಂಡಿರುವ ತರಕಾರಿ ಮಾರುಕಟ್ಟೆಯನ್ನು ಅವರು ಬುಧವಾರ ಉದ್ಘಾಟಿಸಿ ಮಾತನಾಡಿದರು.

ಇಂತಹ ದೊಡ್ಡ ಮಾರುಕಟ್ಟೆ ನಿರ್ಮಾಣವಾಗುತ್ತದೆ ಎಂದು ಕನಸೂ ಕಂಡಿರಲಿಲ್ಲ. ಸಿಂಜೆಂಟಾ ಕಂಪನಿಯವರಿಗೆ ಧನ್ಯವಾದ ಹೇಳುತ್ತೇನೆ. ರೈತರು ತಾವು ಬೆಳೆದ ತರಕಾರಿಗಳನ್ನು ತಂದು ಬಿಸಿಲಿನಲ್ಲಿ ಕುಳಿತುಕೊಂಡು ಮಾರಾಟ ಮಾಡಬೇಕಿತ್ತು. ಈ ಮಾರುಕಟ್ಟೆ ಆ ತೊಂದರೆಯನ್ನು ತಪ್ಪಿಸುತ್ತದೆ ಎಂದರು.

- ಮುಖ್ಯಾಂಶಗಳು**
- ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್, ನಬಾರ್ಡ್ ಸಹಯೋಗ
 - ಐದು ತಿಂಗಳಲ್ಲಿ ಮಾರುಕಟ್ಟೆ ಕಟ್ಟಡ ನಿರ್ಮಾಣ ಪೂರ್ಣ

ಕಂಠಾಧರ ಅಂಗಡಿ ಮಾತನಾಡಿ, 'ಕೇವಲ ಐದು ತಿಂಗಳಲ್ಲಿ ತರಕಾರಿ ಮಾರುಕಟ್ಟೆಯನ್ನು ನಿರ್ಮಿಸಲಾಗಿದೆ.

ಮಾರ್ಕೆಟ್‌ನಲ್ಲಿ ಚಾವಣಿ ಸೇರಿದಂತೆ ಸುಸಜ್ಜಿತ ಸಿ.ಸಿ.ಕಾಲುವೆ, ಸೋಲಾರ ವಿದ್ಯುತ್ ಅಳವಡಿಕೆ ಮಾಡಲಾಗಿದೆ. ರೈತರ ಸರ್ವಾಂಗೀಣ ಅಭಿವೃದ್ಧಿ ಸರ್ಕಾರದ ಕರ್ತವ್ಯ ಎಂದರು.

ರಾಜ್ಯ ಉಗ್ರಾಣ ನಿಗಮದ ಅಧ್ಯಕ್ಷ ಯು.ಬಿ.ಬಣಕಾರ, 'ಗೋವಿನ ಜೋಳದ ಬೀಜವನ್ನು ಪೂರೈಕೆಯಲ್ಲಿ ಸಿಂಜೆಂಟಾ ಕಂಪನಿಯು ಪಾಯ್ ಪ್ರಮುಖವಾಗಿದೆ. ರೈತರ ಕ್ಷೇತ್ರದಲ್ಲಿ ರೈತರ ಜೀವನದಲ್ಲಿ ಒಂದು ಉತ್ತಮವಾದ ಬೆಳವಣಿಗೆ

ಅವಕಾಶವನ್ನು ಕಂಪನಿ ಕೊಟ್ಟಿದೆ. ಅವರಿಂದ ದೇಶದಲ್ಲಿ ಇನ್ನೂ ಉತ್ತಮ ಕೆಲಸಗಳು ಆಗಲಿ' ಎಂದರು.

ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕ ಸುಶೀಲ್ ಕುಮಾರ್, ಮುಖ್ಯ ಸುರಕ್ಷತಾ ಅಧಿಕಾರಿ ಡಾ. ಕೆ.ಸಿ ರವಿ, ನಬಾರ್ಡ್ ಪ್ರಧಾನ ವ್ಯವಸ್ಥಾಪಕ ಟಿ.ರಮೇಶ್, ಎಸ್.ಎಸ್.ಪಾಟೀಲ್, ದೊಡ್ಡ ಗೌಡರ, ರವಿ ಬಾಲಿಕಾಯಿ, ಪಟ್ಟಣ ಪಂಚಾಯ್ತಿ ಜನಪ್ರತಿನಿಧಿಗಳು ಇದ್ದರು.

ಸಿಂಜೆಂಟಾ ಕಂಪನಿಯ ಕಾರ್ಯಕ್ಕೆ ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ. ಪಾಟೀಲ ಮೆಚ್ಚುಗೆ ಸಂತೆ ಮಾರುಕಟ್ಟೆ ಲೋಕಾರ್ಪಣೆ

ಹಿರೇಕೆರೂರ: ರೈತರ ಬೆಳೆಗಳು ಮತ್ತು ತರಕಾರಿಗಳನ್ನು ಗೌರವದಿಂದ ಮಾರಾಟ ಮಾಡಲು ಪಟ್ಟಣದಲ್ಲಿ ಸುವ್ಯವಸ್ಥಿತ ಸಂತೆ ಮಾರುಕಟ್ಟೆ ಅಭಿವೃದ್ಧಿಪಡಿಸಿರುವ ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್ ಕಂಪನಿಯ ಸಾಮಾಜಿಕ ಕಾರ್ಯ ನಿಜಕ್ಕೂ ಶ್ಲಾಘನೀಯ ಎಂದು ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ. ಪಾಟೀಲ ಹೇಳಿದರು.

ಪಟ್ಟಣದಲ್ಲಿ ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್ ವತಿಯಿಂದ 2.65 ಕೋಟಿ ರೂಪಾಯಿ ವೆಚ್ಚದಲ್ಲಿ ಅಭಿವೃದ್ಧಿಪಡಿಸಿದ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮಾರುಕಟ್ಟೆಯನ್ನು ಬುಧವಾರ ಲೋಕಾರ್ಪಣೆಗೊಳಿಸಿ ಅವರು ಮಾತನಾಡಿದರು.

ನಮ್ಮ ನಿರೀಕ್ಷೆ ಮೀರಿ ಸಂತೆ ಮಾರುಕಟ್ಟೆ ಅಭಿವೃದ್ಧಿಪಡಿಸಲಾಗಿದೆ. ಸಿಂಜೆಂಟಾ ಕಂಪನಿ ದೇಶದಲ್ಲಿಯೇ ಇಷ್ಟೊಂದು ಬೃಹತ್ ಮೊತ್ತದ ಮಾರುಕಟ್ಟೆ ಅಭಿವೃದ್ಧಿಪಡಿಸಿರುವುದು ಇದೇ



ಹಿರೇಕೆರೂರ ಪಟ್ಟಣದಲ್ಲಿ ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್, ನಬಾರ್ಡ್ ವತಿಯಿಂದ 2.65 ಕೋಟಿ ರೂಪಾಯಿ ವೆಚ್ಚದಲ್ಲಿ ಅಭಿವೃದ್ಧಿಪಡಿಸಿದ ದುರ್ಗಾದೇವಿ ಸಂತೆ ಮಾರುಕಟ್ಟೆಯನ್ನು ಕೃಷಿ ಸಚಿವ ಬಿ.ಸಿ. ಪಾಟೀಲ ಲೋಕಾರ್ಪಣೆಗೊಳಿಸಿದರು. ಉಗ್ರಾಣ ನಿಗಮ ಅಧ್ಯಕ್ಷ ಯು.ಬಿ. ಬಣಕಾರ, ಕಂಠಾಧರ ಅಂಗಡಿ, ವಿಜಯಶ್ರೀ ಬಂಗೇರ, ಸುಶೀಲಕುಮಾರ, ಟಿ. ರಮೇಶ, ಡಾ.ಕೆ.ಸಿ. ರವಿ ಇದ್ದರು.

ಮೊದಲಾಗಿದೆ. ಏಷ್ಯಾದಲ್ಲಿ ಪ್ರಪ್ರಥಮ ಸುವ್ಯವಸ್ಥಿತ, ಎಲ್ಲ ಸೌಕರ್ಯವುಳ್ಳ ಮಾರುಕಟ್ಟೆ ಇದಾಗಿದೆ. ಪಪಂನವರು ಮಾರುಕಟ್ಟೆಯನ್ನು ಸ್ವಚ್ಛ ಹಾಗೂ ಸುವ್ಯವಸ್ಥಿತವಾಗಿ ಇಟ್ಟುಕೊಳ್ಳುವ ಜತೆಗೆ ಸೂಕ್ತವಾಗಿ ನಿರ್ವಹಣೆ ಮಾಡಬೇಕು ಎಂದರು.

ಉಗ್ರಾಣ ನಿಗಮ ಅಧ್ಯಕ್ಷ ಯು.ಬಿ. ಬಣಕಾರ ಮಾತನಾಡಿ, ಅತ್ಯಂತ ಕಡಿಮೆ ಅವಧಿಯಲ್ಲಿ ರೈತರಿಗೆ, ಗ್ರಾಹಕರಿಗೆ, ವ್ಯಾಪಾರಸ್ಥರಿಗೆ ಅನುಕೂಲ ಕಲ್ಪಿಸಲು ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್ ಕಂಪನಿ ಸುಸಜ್ಜಿತ ಸಂತೆ ಮಾರುಕಟ್ಟೆ ಅಭಿವೃದ್ಧಿಪಡಿಸಿ, ಮಾದರಿಯಾಗಿದೆ

ಕಂಪನಿಯ ಮುಖ್ಯ ಸುಸ್ಥಿರತೆ ಅಧಿಕಾರಿ ಡಾ.ಕೆ.ಸಿ. ರವಿ ಮಾತನಾಡಿ, ನಮ್ಮ ಕಂಪನಿ ಇಲ್ಲಿಯವರೆಗೆ ದೇಶದಲ್ಲಿ 25 ಇಂತಹ ಸಂತೆ ಮಾರುಕಟ್ಟೆ ನಿರ್ಮಾಣ ಮಾಡಿದೆ. ಇಲ್ಲಿನ ಸಂತೆ ಮಾರುಕಟ್ಟೆ ಅಭಿವೃದ್ಧಿ ಕಾರ್ಯ ದೇಶದಲ್ಲಿಯೇ ಬೃಹತ್ ಮೊತ್ತದ್ದಾಗಿದೆ. ಬರೀ ಲಾಭಕ್ಕಾಗಿ ನಾವು ಕಂಪನಿ ನಡೆಸದೆ, ರೈತರ ಹಿತ ಕಾಪಾಡಲು ಹಲವು ಸಾಮಾಜಿಕ ಕಾರ್ಯ ಮಾಡುತ್ತಿದ್ದೇವೆ ಎಂದರು.

ಕಂಪನಿಯ ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕ ಸುಶೀಲಕುಮಾರ, ರೈತರ ಹಿತ ಕಾಪಾಡುವುದೇ ನಮ್ಮ ಕಂಪನಿ ಮುಖ್ಯ ಉದ್ದೇಶವಾಗಿದೆ. ಮಣ್ಣಿನ ಸಂಶೋಧನಾ ಕೇಂದ್ರ ಸ್ಥಾಪನೆ, ಜಮೀನಿನ ಫಲವತ್ತತೆ ಪರಿಷ್ಕಾ ಕೇಂದ್ರ, ಗುಣಮಟ್ಟದ ಬೀಜಗಳು,

ಸರ್ಕಾರಿ ಶಾಲೆಗಳಲ್ಲಿ ಹೆಚ್ಚಾಗಿ ರೈತರ ಮಕ್ಕಳು ಶಿಕ್ಷಣ ಪಡೆಯುತ್ತಿದ್ದು, ಅವರ ಜ್ಞಾನ ಮತ್ತು ಪ್ರತಿಭೆ ಹೆಚ್ಚಿಸಲು ಸಿಂಜೆಂಟಾ ಇಂಡಿಯಾ ಪ್ರೈವೇಟ್ ಲಿಮಿಟೆಡ್ ಕಂಪನಿ ತಮ್ಮ ಸಾಮಾಜಿಕ ಕಾರ್ಯದಲ್ಲಿ ರಟ್ಟಿಹಳ್ಳಿ, ಹಿರೇಕೆರೂರ ತಾಲೂಕಿನ 350 ಸರ್ಕಾರಿ ಶಾಲೆಗಳಿಗೆ ಸ್ಟಾರ್ಟ್ ಕ್ಲಾಸ್ ನಿರ್ಮಿಸಬೇಕು.

| ಬಿ.ಸಿ. ಪಾಟೀಲ ಕೃಷಿ ಸಚಿವ

ಔಷಧ ತಯಾರಿಕೆಯಂತಹ ರೈತರ ಪರ ಅನೇಕ ಮಹತ್ವವಾದ ಸಾಮಾಜಿಕ ಕಾರ್ಯಕ್ರಮ ಹಮ್ಮಿಕೊಳ್ಳಲಾಗಿದೆ ಎಂದರು.

ಅಧ್ಯಕ್ಷತೆ ವಹಿಸಿದ್ದ ಪಪಂ ಅಧ್ಯಕ್ಷ ಕಂಠಾಧರ ಅಂಗಡಿ, ಕಂಪನಿ ಅಧಿಕಾರಿಗಳಾದ ನಾಗರಾಜ ದೇಸಾಯಿ, ಚಿಂಜಲಂ ಫಡ್ಡೀಸ್ ಮಾತನಾಡಿದರು.

ನಬಾರ್ಡ್ ಕರ್ನಾಟಕದ ಮುಖ್ಯ ಪ್ರಧಾನ ವ್ಯವಸ್ಥಾಪಕ ಟಿ. ರಮೇಶ, ಪಪಂ ಉಪಾಧ್ಯಕ್ಷ ವಿಜಯಶ್ರೀ ಬಂಗೇರ, ಕೆ. ಫಜೀಂದ್ರ, ಮಹಾದೇವ ಕೀರ್ತಿ, ಡಿ.ಸಿ. ಪಾಟೀಲ, ಎಸ್.ಎಸ್. ಪಾಟೀಲ, ರವಿಶಂಕರ ಬಾಳಿಕಾಯಿ, ಸೃಷ್ಟಿ ಪಾಟೀಲ, ಪಪಂ ಮುಖ್ಯಾಧಿಕಾರಿ ಪಂಪಾಪತಿ ನಾಯಕ್ ಹಾಗೂ ಪಪಂ ಸದಸ್ಯರು, ವಿವಿಧ ಇಲಾಖೆಗಳ ಅಧಿಕಾರಿಗಳು ಇದ್ದರು. ಜಗದೀಶ್ ಪಿ.ಎಸ್., ಮಂಜುನಾಥ ಸುಳಿಗನ್ನಿ, ಕೆ.ಎಂ. ಪುಟ್ಟಕ್ಕಳವರ ನಿರ್ವಹಿಸಿದರು.

ವಿಜಯ 24X7 NEWS
ಇಡೀ ದಿನದ ಫಟಾಫಟ್ ಸುದ್ದಿ
ಭಾರತ Xpress

