



Mera Gaon, Mera Gaurav Programme: ICAR

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Why in News

Recently, under the **Indian Council of Agricultural Research (ICAR)**'s initiative 'Mera Gaon Mera Gaurav', cleanliness drive was carried out in few villages of Goa along with guidance to village panchayats on waste disposal.

ICAR is an autonomous organisation under the **Department of Agricultural Research and Education (DARE)**, Ministry of Agriculture and Farmers Welfare, Government of India.

Key Points

- **Mera Gaon Mera Gaurav:**
 - The scheme was **launched in 2015**.
 - The scheme envisages **scientists to select villages as per their convenience and remain in touch with the selected villages and provide information to the farmers on technical and other related aspects of agriculture in a time frame through personal visits or on telephone**.
 - They may function with the help of **Krishi Vigyan Kendras (KVKs)** and **Agriculture Technology Management Agency (ATMA)**.
- **Objective:**

To promote the **direct interface of scientists** with the farmers to hasten the "lab to land" process.

Agriculture Technology Management Agency

- It is a **registered society responsible for technology dissemination at the district level**. It is a focal point for integrating research extension and marketing.
- **Launch:** It was **launched during 2005-06**.
- **Funding:** The funding pattern is **90% by the central Government and 10% by the state government**.

- **Objectives:**
 - To strengthen **research – extension – farmer linkages**.
 - To provide an **effective mechanism for coordination and management of activities of different agencies** involved in technology adoption/validation and dissemination at the district level and below.
 - To **increase the quality and type of technologies** being disseminated.
 - To move towards **shared ownership of the agricultural technology** system by key shareholders.
 - To **develop new partnerships** with private institutions including NGOs.
- **Beneficiaries:** Individual, Community, Women, Farmers/Farm Women groups.

Source:PIB