



200 Farmers Cultivating Lychee with Organic Method will get Geo Tag

Why In News?

- On January 20, 2023, Dharmendra Singh, General Manager of Muzaffarpur District Industry Center, Bihar, told during a workshop at the District Industry Center that 200 farmers producing Lychee from organic farming in Muzaffarpur will be linked with geo tags, on which their production will be linked. There will be a complete record.

Key points

- Dharmendra Singh, General Manager of District Industries Center, said that when the farmers producing Lychee are linked to the geo tag, people from anywhere in the country and abroad can contact the farmer directly with the help of the geo tag. For this, a team has also been formed by the District Industries Department for the record of farmers producing Lychee under 'One District One Product'.
- It is known that the main purpose of 'One District One Product' is to market the product. In such a situation, a complete action plan has been prepared for the marketing of Lychee.
- During the workshop of District Industries Center, farmers were motivated to promote organic farming of Lychee under 'One District One Product'.
- Nachiketa of Invest India said that organic cultivation of Lychee will provide maximum benefit to the farmers. He informed the small farmers of the district about the cultivation of Lychee together or by forming an FPO and also told about the benefits of turmeric, mustard, ginger etc. crops in Lychee orchards.

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