

**The Input distribution programme was organised under Development Action Plan for Scheduled Tribes (DAPST) for BPL tribal farmers from Khatima block, Uddham Singh Nagar, Uttarakhand by ICAR-IVRI, Izatnagar on 19<sup>th</sup> March, 2025**

On March 19, 2025, ICAR-IVRI, Izatnagar organized an input distribution program for tribal farmers from Naugawa Thago village, Khatima Block, Uddham Singh Nagar district, Uttarakhand, under the TSP (Tribal Sub-Plan) initiative. The event took place at the Division of Extension Education and was graced by Dr. Rupasi Tiwari, Joint Director (Extension Education), and Dr. H R Meena, Head of the Division of Extension Education.

During the program, Dr. Tiwari urged the beneficiaries to focus on developing a sustainable and efficient marketing model for selling eggs. She highlighted the importance of understanding market demand, creating an effective pricing strategy, and establishing a reliable distribution network. Dr. Tiwari also emphasized the need for farmers to enhance the quality of their products, build relationships with local retailers, and explore potential opportunities for value addition, such as packaging to increase their competitiveness in the market. She stressed upon group approach of marketing through formation of FPO and/or self help group.

Meanwhile, Dr. Meena focused on educating the farmers about the essential aspects of poultry farming. He provided guidance on the best practices for managing poultry health, ensuring proper nutrition, and maintaining appropriate housing conditions for the birds. Dr. Meena also shared tips on disease prevention, biosecurity measures, and efficient feeding techniques, all aimed at maximizing productivity and minimizing losses. By offering insights into poultry management, he sought to empower the farmers to run successful poultry operations and improve their overall livelihoods.

As part of the input distribution, a total of 100 kg of chelated mineral mixture was given to 20 farmers, and each farmer received 25 chicks. In total, 500 day old chicks of CARI Shyama and CARI Neerbheek breeds were distributed. The event was coordinated by Dr. Madan Singh, Project Investigator, and assisted by Dr. Shruti and Dr. Ram Singh Suman, Project Associates for the TSP project.





