

# Farmer – The Journalist, A Novel Initiative by Krishi Jagran Launched

Sugandh Bhatnagar Updated 25 September, 2021 4:58 PM IST



The launch Event of Farmer - The Journalist

**Farmer- the Journalist**, A novel initiative by **Krishi Jagran**, that will help the farmers & the people from the Rural India become journalists, raise their voice and document their problems and successes alike, was launched today in an elaborated ceremony addressed and attended by various dignitaries such as **Kamal Patel**, Minister, Farmer Welfare & Agriculture Development, Madhya Pradesh who was also the Chief Guest of this special program.

Through this initiative **M.C. Dominic**, Founder & Editor in Chief, Krishi Jagran & Agriculture World, wants to empower the farmer of the country by rendering them a platform to express their feelings by becoming journalists themselves.

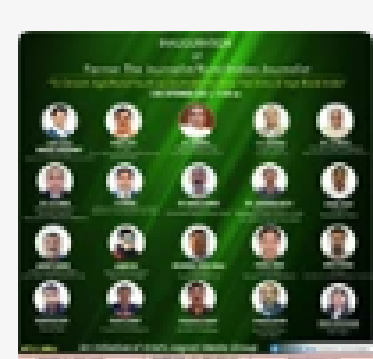
He said “Indian agriculture sector needs proper attention from the media to address the issues of the farming community. That is why Krishi Jagran has come up with Farmer - the Journalist program as we believe that the story may be best understood and explained by those who experience it. The core idea of the initiative is not only to revive the journalist within the farmer but also to support the rural people who want to work in journalism in order to map the story of rural India themselves.”

The launch event of **Farmer - the Journalist** was a total hit with so many different personalities from the industry coming together on a single platform to show support to this unique initiative.

**Kamal Patel**, the Chief Guest & Agriculture Minister of MP congratulated Krishi Jagran for their efforts in the agriculture sector. He highlighted the importance of the availability of capital for the farmers that will help in achieving the goal of **doubling the farmer's income**. He said that the government is continuously working to empower the farmers of India through various schemes and initiatives like FTJ will further help bring original & real issues of the farmer to the government.

The event was graced by many guest speakers such as **Dr. CD Mayee**, Chairman of Board Management, Agriculture Finance Corporation India Limited. He was the former chairman of the Indian Agricultural Scientists Recruitment Board & Director of ICAR's Central Institute of Cotton Research, Nagpur. He pointed out that India lacks Agricultural literacy; people are not aware of even the basic concepts such as Green Revolution. In such a situation, Agriculture media plays a vital role in disseminating the information to the farmers as well as the general people.

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**Rajnish Kumar Chaudhary**, Owner, Pvrqua Culture Enterprises, quit his high-paying job to start his own fish farm also joined the event. He highlighted the gap between the demand & supply in the fish market of India. He also shared with us the hurdle & challenges he faced in his journey.

**Jagmohan Rana**, Owner, Yamuna Valley Uttarakhand congratulated Krishi Jagran for their new initiative.

**Sudhanshu Kumar**, Owner, orchards of Nayanagar, Bihar, gave suggestions on how farmers can be educated as journalists through workshops or other means.

## Other Guests Speakers Included:

- **Dr AK Singh**, Deputy Director-General, Agriculture Extension, ICAR
- **R Meena**, Additional Commissioner Extension & INM, Department of Agriculture & Farmer Welfare
- **Dr Manoj Kumar**, Junior Director, Central Potato Research Station, Meerut.
- **Dr Shivendra Bajaj**, ED, Federation of seed Industry of India and Alliance for Agri Innovation
- **Atonu Tikait**, Senior Journalist, DD Kisan
- **Jaydeep Karnik**, Head of Content & Editor, Amar Ujala Web Services Private Limited
- **Bijendra Singh Dalal**, Chairman Pragatisheel Kisan Club
- **Umesh Patidar**, Director, Srvtokarsh Farmers Producer Company

Lastly, the whole program was concluded with a Vote of Thanks from Chander Mohan, President, Govt Affairs, Krishi Jagran.