



**Bharat Krishak Samaj**  
**(FARMERS' FORUM, INDIA)**  
Publication

# KRISHAK SAMACHAR

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## Eighth Convention of Farmers Inaugurated in Madras

### Farmers from all over India met

Madras, March 10. Shri Bishnuram Medhi, Governor of Madras inaugurated the eighth All India National Convention of Farmers in the presence of about 2000 farmer delegates including a large number of ladies gathered here from all over the country at the Congress Ground, Teynampet to attend this Convention and visit the Second National Agriculture Fair.

Before inauguration Ch. Brahm Perakash, M.P., Vice-President, B.K.S. read out the messages received on the occasion from the top national leaders and other well wishers of the Samaj:—

“I send my best wishes to the Bharat Krishak Samaj on the occasion of the Eighth National Convention of Farmers which is being held this year in Madras. These conventions have a close bearing on our drive for helping self-sufficiency in food production and I trust their impact on this problem will be deep and salutary. I wish the National Convention of Farmers success”.

*Rajendra Prasad,  
President of India*

“I am sorry it will not be possible for me to visit Madras on the 8th or 9th. I will be reaching Madras in the afternoon of the 10th and I have accepted a large number of engagements. I have to return back the next morning. In the circumstances, I hope you will understand and forgive me.

You have my best wishes for the success of the Eighth National Convention of Farmers of India.”

*S. Radhakrishnan,  
Vice President of India*

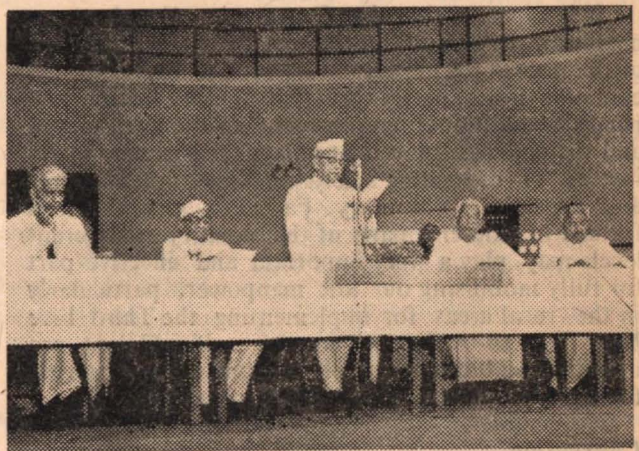
“I am afraid it is quite impossible for me to go to Madras for your National Convention of Farmers. I am, however, sending you my good wishes for it.”

*Jawaharlal Nehru,  
Prime Minister of India*

“Six years is too small a period of time for any organisation, much less for an All India Organisation of Farmers, to show any commendable progress.

But it is noteworthy that the Bharat Krishak Samaj has made considerable progress in the sphere of its activities from year to year since its humble beginnings. I understand that the Eighth National Convention of Farmers, which is being held in Madras to synchronize with the closing of the Second National Agriculture Fair, has set before it, among other things,

Shri Medhi inaugurating the Eighth Farmers' Convention at Congress Ground, Madras.



In the pic. from left Sri Deshpande, Dr. Deshmukh, Shri M. Bhaktavatsalam and Ch. Brahm Perakash

the formation of Commodity Councils in respect of several agricultural commodities, so that better safeguards to growers may be provided and valuable guidance in obtaining better profits be made available to them. I consider this as a step in the right direction. When farmers organise themselves and voice their needs and suggest the direction in which action should proceed, it is a sign of progress of the country. I wish the convention all success.

*S. K. Patil*

Gentlemen, on behalf of the co-operative farmers of the German Democratic Republic, the presidium

of the National Executive of the Association of mutual farmers aid conveys most cordial greetings to all delegates and guests of your conference. Kindly note that we send you our best wishes for your conference to the fact that the Indian agriculture is continuously progressing in happiness and peace for the benefit of the entire Indian people.

*Fridrich Wehmer (Berlin)*

### Medhi's inaugural speech

Shri Medhi inaugurating the convention said that the problem of increasing the agricultural production and achievement of self sufficiency by the end of the Third Plan could be successfully solved if we are able to tackle the various administrative and organisational questions effectively at different levels. Firstly detailed schemes of the district blocks and village agricultural plans should be prepared so that this important problem can be tackled in a thorough manner.

Mr. Medhi continuing his speech said that efforts to increase the yield per acre could only be successful if we were able to deal with this problem at the village level. The village panchayats, village co-operatives, farmers organisations had an important role to play not only in the preparation of the village production plans but also in implementing them. It was also necessary he said to harness the idle manpower in rural areas for executing agricultural programmes like minor irrigation, afforestation and land reclamation.

It is expected that the Community Development movement will mobilise the energy and enthusiasm of the masses for implementing such schemes through common efforts, partly through voluntary labour and partly by additional employment of the unemployed and the under-employed at village subsistence wages instead of depending solely on Government grants and subsidies. Voluntary Farmers' Organisations formed in different parts of the country at different levels may play a very important and effective part for fully mobilising our idle manpower, particularly in the rural areas for implementing the Third Five Year Plan to make the country self-sufficient not only in food but also supply adequate raw materials for the rapid development of the industries.

### Convention

He further said about the convention that it is very appropriate that this Annual National Convention of Farmers should be called in the same place where the second National Agriculture Fair has been organised. We in Madras are very happy that this Convention is being held at the eve of the closure of the Agriculture Fair which has proved itself very popular. The farmers who have come from other parts of India and those who have come from the other districts of the State have a great opportunity of exchanging notes and getting valuable information on agriculture, animal husbandry and other allied subjects.

### BKS Congratulated

I would like to congratulate the Bharat Krishak Samaj on its initiative and enterprise in calling the Eighth National Convention of Farmers now, so that the Farmers coming from all parts of India can come into closer contact in such a common gathering, which I am sure will promote a sense of oneness and cohesion. Farming conditions may vary from part to part, but it is good that farmers coming from every part of our country make themselves familiar with their counter-parts and understand and appreciate their problems and difficulties and help in solving them.

I am quite sure the Bharat Krishak Samaj through its branches will also create the necessary atmosphere in our villages so that the people are determined to make an all-out effort to step up agricultural production both of foodgrains as well as essential industrial raw materials for implementing the successive Five Year Plans.

The Bharat Krishak Samaj deserves our tribute of admiration and gratitude for all their work in protecting and promoting the interests of the agricultural producers and in studying and tackling the problems of farmers.

With these few words, I am very happy to inaugurate the Eighth National Convention of Farmers of India, and I wish you every success. I hope and trust that your deliberations will yield fruitful results for speeding up our march towards prosperity.

### Dr. Deshmukh's Welcome address

Earlier, Dr. P. S. Deshmukh, Union Minister for Agriculture and President, Bharat Krishak Samaj welcoming the Governor said that the planning was not only useful but indispensable for a developing country with limited resources. There might have been shortfalls and possibly even mistakes, but it was highly praiseworthy that even in the case of agricultural production, we had not lagged behind the country's expectation. "In fact, we have on most occasions more than fulfilled the targets, although the uncontrolled vagaries of the weather has sometimes defeated us. In the case of production of foodgrains, we have gone up from 50 million tons per annum to 68 million tons in the First Plan, and by the end of the Second Plan we have nearly reached 80 million tons. Roughly this means 60 per cent increase in the last ten years."

He said that total foodgrains production in 1961-62 was likely to be higher than 80 million tons, which was the revised target for the last year of the Second Plan. "It is now well known that we are going to have this year a record production of jute reaching over 6.5 million bales and thus even exceeding the target of 6.2 million bales which was fixed for the Third Plan. Similarly, the output of groundnut during the current year is likely to be higher than that of the previous year by nearly four lakh tons. The sugarcane and sugar production has increased so much as to become a problem, but the situation with respect

*(Contd. on page 13)*

## Seminar on Role of Exhibitions in India

Under the auspices of Bharat Krishak Samaj Seminar on the "Role of Exhibitions in India" in collaboration with the Department of Agriculture, Madras was held in Rajaji Hall from March 5th to 7th. Shri Bhakthavatsalam, Minister of Home and Agriculture of Madras opened the Seminar.

Shri K.D. Sharma welcoming the Home & Agriculture Minister, Shri Bhakthavatsalam expressed his gratification to the Madras Government for the cooperation they gave. He also welcomed all the delegates reached here to participate in this seminar after having long journeys.

Recollecting the decisions of All India Farmers Council's 12th meeting held at Srinagar he said that from the year 1962 onwards we should also plan Agricultural fairs at the State level and attempt should also be made to hold the fairs at district level if possible. Consequently, the first Agricultural fair had been organised at Imphal, the capital of Manipur, the eastern-most State of India. This fair was organised by Manipur branch of the Bharat Krishak Samaj. Like this, the plans to hold similar fairs in at least these States are also in progress.

Shri L.P. Nair, Director of Audio-Visual Publicity, Government of India was elected the President of the Seminar. In his presidential note being a specialist of Audio Visual Publicity he emphasised the utility of agricultural Exhibitions. He says that exhibitions are not new in India but years ago we had been holding melas and hats etc. The exhibi-

tion has come out from these village melas. Now in the modern age the exhibition is the best media of mass communication and education. So here we must discuss to improve the technique of exhibition & art of display.

It was the first national Seminar of its type ever organised in India. Several ministries of Government of India and Directorates of Public Relations and Agriculture from most of the States sent their representatives to participate in the Seminar.

Many delegates read out their papers on various topics. Such as "Planning and lay-out of Exhibitions" by Dr. Schuetz, (W. Germany) "Fair and Melas" by B. Srinivasa Rao, "Internal and External Display" by Shri Samant, "Amusement and Entertainment" by Kamal Kumar, "Publicity and Public Relations" by R. Kolandaivelu, Mobile exhibitions by Chatterji and Srinivasan "Permanent Exhibition" by V. Karthikeyan.

### SECOND DAY

On the second day of the discussions Shri K.D. Sharma, Director, National Agriculture Fairs speaking on "external display" said—"we are living in the age of displays. Today every body try to display himself. World Agriculture Fair had a right type of display which are used in foreign countries. In my view displays should be put up outside not inside. Once I saw that a cattle was being displayed inside and all the pavilion was looking unhygienic and ugly.



Dr. Deshmukh, Union Agriculture Minister addressing the plenary session of Seminar. Shri K. D. Sharma and Shri L. P. Nair are sitting on the either side.

He further said that the display of agriculture is a highly technical matter and this can be only done if the persons have had some training or experience in the production of displays. I remember that, when I visited the various State capitals for meeting with the Departments of Agriculture, in connection with the World Agriculture Fair, questions were asked of me on many subjects which had already been mentioned by me earlier. This clearly shows that a planned effort has to be made by us in our country to supply all information that is needed by various people so that they are able to put up good displays. The Bharat Krishak Samaj, some time back, gave a thought to this problem.

It is contemplating to establish in New Delhi an Institute of exhibits and Visual Display, which may not only carry on research work for improvement in the techniques of the production of display material, but also on all other aspects of the science of exhibitions. The institute would occasionally organize discussions and Seminars on all subjects connected with exhibitions and also provide short courses of training to the nominees of various Government Departments, business firms and others, who participate in exhibitions. The setting up of this Institute in New Delhi was also recommended by the Seminar on Exhibitions which was organised in New Delhi by the Directorate of

# Thirteenth Council Meeting

Inaugurated by

**Shri Subramaniam, Finance Minister of Madras**

On the 8th March, the 20th meeting of the Governing body of Bharat Krishak Samaj took place at the Congress ground. The Governing body of BKS took the decision to hold the 3rd N.A.F. in Bombay and 2nd W.A.F. in Delhi in 1964. The Governing body also approved a proposal to undertake postal correspondence course in agriculture for farmers in collaboration with the Government. An other suggestion of a factory to produce plant production chemicals was also approved by the Governing body. It gave approval to the a proposal to set up an Institute of Exhibition Science and visual display.

## **Deshmukh's Welcome Address**

In the evening the Council meeting of B.K.S. started with an invocation by Miss Meenakshi at the same place. Dr. Deshmukh welcoming the members of the Council depicted the whole theory of Bharat Krishak Samaj. He said:

Mr. Subramaniam, Members of the Council of the B.K.S. and distinguished guests; I have great pleasure in welcoming you here to this Council meeting this afternoon. It will be recalled that the last meeting of the Council was held at Srinagar which was not only well attended but was a very highly successful session. On that occasion we took stock of the progress we had made in building up the B.K.S. organisation from the time of its birth on the 3rd April, 1955 when our very first convention was inaugurated by Shri Jawaharlal Nehru, our most beloved Prime Minister. From that date to the day on which we met at Srinagar, which was 9th October, 1961, we had completed 6 years, 6 months and 6 days.

We held the 12th Session of the I.F.A.P. in India and everyone who came to that conference considered it the best one held outside U.S.A. We then made bold to hold the World Agriculture Fair which was something which no country had

ventured upon before. That too was acclaimed as unique success.

On this we embarked an year after the World Agriculture Fair and we went to Calcutta for the very first National Fair. Everyone in Bengal and everyone from outside acclaimed it as the best Fair Calcutta had ever had although our exhibitions are limited to agriculture and allied activities. If we have succeeded in this Second National Agriculture Fair to this extent a large part of the credit must go to the Government and officers of the State of Madras as well as the public and the press who have given us the most unstinted cooperation and assistance.

There are also two other constructive activities of which Bharat Krishak Samaj alone is the father. I refer to the establishment of the National Agricultural Cooperative Marketing Federation which is making very good progress although it is only  $3\frac{1}{2}$  years of age. As a result of this insistence of farmers in various conventions and their various repeated recommendations, we have also ventured to establish a Farmers' Cooperative Bank of India and all of you would be glad to know that inspite of some teething troubles, we have been making fairly good progress.

We are, therefore, happy to hold this Council Session in this great city of Madras in such fine surroundings. We expected the weather much warmer than it is but I think even the weather is more kind to us like the people and the Government of Madras. Dr. Roy, the celebrated Chief Minister of West Bengal and the Government of West Bengal also helped us in every way but in Calcutta the weather had been non-cooperative so much so that many of our delegates had to undergo a great deal of inconvenience and hardships. It is refreshing to find that they will not be put to any such inconveniences here and I hope

they will like the arrangements we have succeeded in making both for the members of the Council as well as for the delegates of the Convention.

I do not wish to take any more time before I request Mr. Subramaniam to address us and to inaugurate this session of the Council of the Bharat Krishak Samaj.

## **Inauguration**

On the request of Dr. P.S. Deshmukh, Shri Subramaniam, the Finance Minister of Madras State inaugurated the Council meeting.

In his short speech he spoke, regarding the education of Farmers. He said that it should be possible to take one million farmers to the agricultural fair and educate them in modern method of cultivation. Both farmers and farm labourers must be trained in modern agricultural techniques. He gave an example of American farming—How 6 per cent of the population of the farmers were producing sufficient for the country and also for export. Bharat Krishak Samaj in only a few years has done a lot to educate our farmers by means of Exhibitions. It is a non-political body meant for the benefit of the farmers.

## **Secretary's report**

Then Shri K.D. Sharma, Secretary, Bharat Krishak Samaj, read out the report in which he appreciated the work of Maharashtra and Punjab for the increasing number of life members. He threw light upon the decisions of the Seminar on the Role of Exhibitions recently held in Madras. In his report he said:-

The Second National Agriculture Fair which was inaugurated on January 14, 1962 at the Island Grounds in Madras by Shri Bishnuram Medhi, Governor of Madras is going to be closed on 11th March at 6 p.m. As decided in the meeting of the Governing Body, the 3rd National Agriculture Fair would be held at Bombay early in 1963 and the Second World Agricultural Fair in Delhi in 1964.

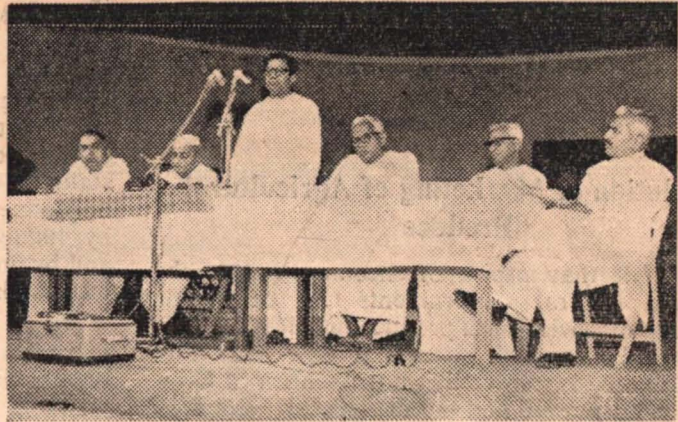
As you all know the proposal to form an All-India Farmers

Organization in India took its birth in Srinagar in July 1954. As such, this meeting of the Farmers Council in Srinagar had a special significance. The Krishak Samaj was meeting in its place of birth seven years after it was born. The Government of Jammu and Kashmir had made excellent arrangements for the stay of the delegates and for the meetings of the Council. The attendance in the Council was much larger than on previous occasions. It was a historical meeting which will be remembered by the delegates for a long time.

### Afro-Asian Rural Reconstruction Conference

Bharat Krishak Samaj organized the first Afro-Asian Rural Reconstruction Conference in New Delhi during January 1961. This Conference had decided that an Afro-Asian Rural Reconstruction Organization should be formed. The Conference had constituted an Executive Committee with Dr. P.S. Deshmukh as its President to draft a constitution for the organization. This Committee had met in Tehran and finalized the draft of the constitution. This Committee had also decided that the second Afro-Asian Conference on Rural Reconstruction should be held in Cairo in March 1962. The Conference is now going to be held in Cairo from March 19 to 31, 1962. The Conference has a very ambitious Agenda for discussion. This includes the discussion on the "Pattern of a Farmers' Organization for the Afro-Asian countries".

During the latter half of January and the second and third weeks of February, I undertook a tour of about 15 countries in Africa, in the Middle East and South-East Asian countries. The countries I visited were UAR, Ghana, Nigeria, Tunisia and Morocco (in Africa), Turkey, Lebanon, Iraq & Iran (in the Middle East) and Indonesia, Federation of Malaya, Phillipines, South Vietnam, Thailand and Burma (in the South East). The main purpose of my visit to these countries was to hold consultations with their Governments regarding their participation in the Cairo Conference and the proposed Afro-Asian Rural Reconstruction Organi-



Shri Subramaniam, Finance Minister of Madras inaugurating the 13th Council Meeting of BKS. From left Shri K. D. Sharma, Dr. Deshmukh, Shri Bhaktavatsalam, Agriculture Minister of Kerala and Ch. Brahm Perakash.

zation. I had also to meet the leaders of the farm organizations wherever they existed in these countries.

Afro-Asia, you may probably not be aware, does not have farm organizations in many countries. Ghana, Morocco and Tunisia and to a certain extent Nigeria are the newly independent African countries which have established farmers' organizations.

In the whole of Asia only Japan, Korea, Israel and the Phillipines and we in India have these organizations. South Vietnam have also recently initiated an organization. There are more than five dozen countries and it is necessary that every one of them should start building a farmers organization which may assist the rural people in the reconstruction of their economy. An important task of the Afro-Asian Rural Reconstruction Organization, when it comes into existence is to assist these countries to build their farmers organizations.

I would, however, like to make a further observation here. Even during my short stay in each country, sometimes it was not more than one day in each place, I tried to acquaint myself with the structure of the farm organizations, existing there. Among all the existing organizations, the United Ghana Farmers' Council, as the National Farmers Organization of Ghana is called, appealed to me as the more

befitting pattern for farmers organizations in Afro-Asian countries. The Council covers the entire activities pertaining to production and marketing, the young farmers and the farm women. I was particularly impressed by the way they are trying to handle the entire marketing of the cocoa crop, which is the life of the economy of the farmers of Ghana, and the activities of the young farmers and the women's divisions of the Council.

### State Conventions

We had made requests to all the State Krishak Samajs to hold the Annual Convention of the State before the National Convention, but this was done only in four States, Bihar, Punjab, West Bengal and Manipur. Many other States could not succeed in organizing the Conventions owing to the holding of General Elections in the country during this period. But it is, however, expected that every State must hold the Convention before they proceed to participate in the National Convention. This is extremely essential, because unless it is done, it would not be possible for the States to send the resolutions passed by them in their Conventions for discussion at the National Convention.

Sri Charan Singh, Secretary Farmers Forum, Punjab and Sri Harish Chandra Patil, Vice-President, Farmers Forum, Bombay proposed and seconded a vote of thanks.

# Resolutions adopted by the Convention

**Subject: I**

## Resolution of Marketing of Agricultural Produce

It is felt that inspite of encouragement by the State and Central Governments in developing marketing of agricultural produce sufficient field yet remains to be covered. Realising how important the marketing is especially in the context of Grow More Food campaign and in the general economic life of the cultivators, it is recommended linking of credit with marketing is ensured not so much by emphasising the borrowers contract with the lending society as by ensuring that the marketing society gave a better service to the cultivator.

Staying power to the cultivator is provided for so that he is able to hold the goods till the market turns in his favour. This can be achieved by providing him with pledge loans and effective warehousing facilities so that he is protected from making distress sales.

This would further lead to construction of more godown and warehousing accommodation at various levels including mondi and village levels. Co-operatives should also be encouraged to participate in this activity. In respect of allotments of sites the Governments may supply provisions of the Land Acquisition Act so that convenient sites are made available expeditiously. In respect of making available of the construction materials, the cooperatives may be provided with high priority. Attention has been specially invited to the provisions in the warehousing act where important commodities like tobacco and potato are not recognised as agricultural produce.

## Regulated Market

Regulated markets all over the country should be organised, so that cultivators are not exploited by the traders. In the states where necessary legislation has not been enacted necessary steps should be taken to introduce and implement the acts immediately. In the markets which are already regulated, more and more agricultural commodities including fruits and vegetables, commercial crops etc. should be brought under the purview of the act.

A programme for educating the cultivators about the advantages of regulated markets should be launched. The Cooperative marketing societies should be invited to play a pivotal role in the implementation of the programme of regulated markets.

## Grading Under 'Agmark'

Grading of agricultural commodities under 'Agmark' both for internal consumption and export should be popularised. In respect of export of

agricultural commodities Agmark should increasingly be made a compulsory qualification.

## Floor Prices

Fixing a floor price for important agricultural commodities well in advance of the season is considered necessary. It could be achieved by either statutory fixation of floor prices in relation to cost of production, and that should be economic also, or by tuning up the co-operative marketing apparatus and by under writing its losses if any incurred in maintaining the floor prices.

It is suggested to make available priority 'C' for movement of agricultural produce sponsored by cooperatives and graded under 'Agmark'.

It is noted that cooperatives are entitled to priority 'C' for movement of agricultural produce under orders of the Railway Board. However, few cooperatives are to be able to get advantage of this facility. Hence, it is suggested that with the consent of the Railway Board a Movement Officer may be appointed by the National Agricultural Cooperative Marketing Federation to keep liasion with the Railway Board and ensure that wages are available to cooperatives at the time of need.

**Subject: II**

## Resolution on Processing of Agricultural Produce

It is recommended that in the setting up of processing units for agricultural commodities such as sugar factories, cold storage plants, flour mills, groundnut decorticator, milk pasteurising plant, butter and milk powder factories etc. and for installing factories for the manufacture of tractors and other agricultural machinery reference should be given to cooperative societies.

In respect of construction of godowns by processing societies it is suggested that subsidies should be extended to them on identical terms as in the case of marketing and other multipurpose societies.

Realising the importance of processing of agricultural commodities it is recommended that producers' Cooperatives should be formed to take up processing and grading of agricultural commodities. Programmes for developing processing, including cooperative processing, should be supplemented by a detailed education of the producer with regard to the advantages that would accrue from such activities.

It is noted that in respect of marketing societies, managerial subsidy is made available by the Government. In case of processing societies, however the supervisory and technical staff is not recognised for this purpose. It is recommended that subsidy for such staffs should also be made available on a similar basis.

In order to encourage pre-marketing processing and grading, facilities for the same should be provided by establishing processing and grading centres and by giving technical help and guidance in such matters.

It is recommended that to ensure better utilisation of perishable commodities such as fruits, vegetables, fish, meat, milk etc. provision for better transport, cold storage and preservation units should be made available extensively.

In order to encourage the starting of processing societies, it is recommended that the Government should pursue a liberal policy in respect of registration of societies, participation in the share capital by the State Governments and also issue of loans etc.

Codsiderable difficulty is experienced in the establishment of processing units for want of necessary machinery and other equipment in time and it is therefore recommended that the Government should be liberal in the policy of granting import licences to growers and consumers co-operatives. More active steps should also be taken to promote indigeneous manufacture of processing units and agricultural machinery.

**Subject: III**

### **Resolution on Agricultural Credit**

It is noted that inspite of 50 years of existence of the cooperative movement in the country, cooperative credit had not made much headway. The short, medium and longterm finances are not adequately available to the growers for important purposes such as purchase of agricultural machinery, installation of pumping sets and sinking of wells etc. While facilities were available from the Reserve Bank of India in this respect, it is felt that supplementaly financing agencies also are essential and in this respect this convention welcomes the step taken up by the Bharat Krishak Samaj in establishing a Farmers Cooperative Bank on an All India basis. This Convention appeals to all agriculturists in general and particularly to cooperative institutions to purchase large numbers of shares and thus strengthen the growth of the Bank.

It is felt that in respect of the disbursement of loans certain delays and hardships were being caused

and it is therefore suggested that there should be certain amount of elasticity and speed in the disbursement of credit by cooperative institutions. Their rules and regulations may accordingly be simplified. As certain states had still had not provided elected bodies for running cooperative institutions the convention feels that the time is ripe to make provisions in the by-laws of the cooperative institutions to ensure that they managed themselves.

**Subject: IV**

### **Resolution on Crop And Cattle Insurance**

Realising the importance of crop and cattle insurance in stabilising the economic condition of the farming community, the Convention recommends that the Governing Body should take steps and devise ways and means to implement a satisfactory scheme in this respect.

**Subject: V**

### **Resolution on Rural Industrialization**

It is recognised by the Planning Commission that the industries should be established in the villages to enable them to develop into an agro-industrial community. While village and cottage industries are being established to a certain extent in the country side the progress in record to rural industries is not satisfactory. There is a lack of coordination and proper direction. Therefore, in order to make full use of the facilities available, and to achieve the required targets, it was considered desirable that a high power agency should be created at the national as well as at State levels to coordinate the activities of different agencies at present engaged in the task and to bring about the speedy rural industrialisation. Sufficient funds, electric power, steel and other essential material and the training facilities should be provided for this purpose. It is emphasised in this connection that the village cooperatives should play the dominant role.

## **Recommendations of the Conference of Jute growers**

The following are the recommendations made in the above conference.

Mr. Ashutosh Bhattacharya presided over the meeting and Mr. Hrishikesh Gon was the Secretary.

1. This conference recommends that the price of jute F. O. R. Calcutta should be Rs. 35/- minimum per maund and it should be reaffirmed before the next sowing season starts. 2. It was noted that while the mills had officially committed to purchase raw jute at a minimum price of Rs. 30/- per. maund F.O.R. Calcutta for Assam bottoms in actual practice this was being not imple-

mented. It was therefore recommended that all genuine growers and Cooperative Societies may establish contact with the Deputy Branch Manager, the National Agricultural Cooperative Marketing Federation c/o Jute Commissioner's Office, P-8, Mission Row, Calcutta-1 and offer samples and quotations so that the federation is able to negotiate the best prices for them. 3. It was noted that the Mills were acting as monopolistic buyer in the Jute Market through their Indian Jute Mills Association. It was therefore considered that the interest of the growers of jute could best be protected by a similar single agency for

the growers. It was therefore suggested that the role of the National Agricultural Marketing Federation as the sole selling agency of raw jute on behalf of growers and Cooperatives should be recognised.

It was further noted that the ban on the export of Indian jute operated to the disadvantage of the growers as the prices remained depressed. On the contrary, when the prices in India increased import of jute from Pakistan was permitted, with the result that the growers were denied the full advantage of the situation. It was therefore argued

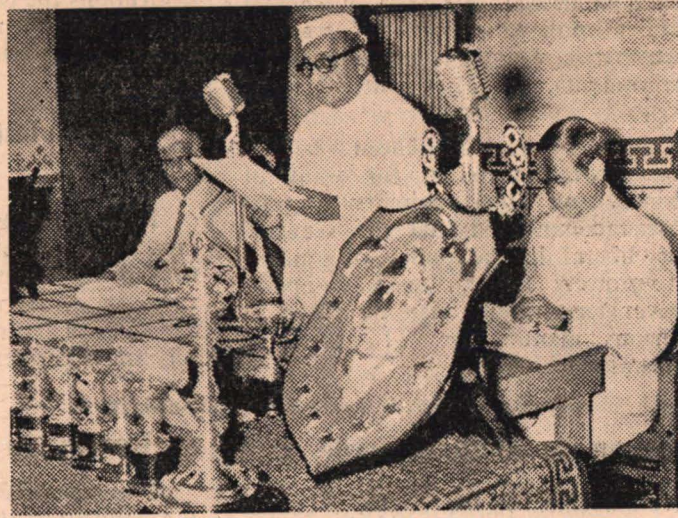
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# FAIR & CONVENTION CONCLUDES

The programme began with the welcome speech of Dr. Punjabrao Deshmukh. In his speech, he told about a letter received from the Ambassador of West Germany in which the Ambassador has sent an invitation for a group of members from the Indian Farmers' Forum to proceed on a study tour to West Germany. They would be able to see the Annual German Agricultural Exhibition this year in Munich and to visit the German Farmers Association as well as rural Cooperatives and other agricultural institutions of the Federal Republic. Earlier Dr. Deshmukh said that the seven-year old Bharat Krishak Samaj had many achievements to its credit and that in meeting in the great city of Madras, they felt that they had taken one more successful step forward because the evening marked the conclusion of the new venture of holding National Agricultural Fairs in the different State Capitals in turn. They had also concluded the Eighth National Convention of the Farmers of India which was held from March, 8. Both were things of great significance not only to the sponsors and members of the Krishak Samaj but to the country as a whole.

## Tributes

Addressing the Chief Minister Dr. Deshmukh said: "We are most grateful to you and your Government and your officers in the various Departments for the tremendous help and heartiest co-operation they have given us. We have received it in an ample measure and in an equal measure also from the public of your State as well as the Press. We wish to thank them all sincerely and assure them that we are not likely to forget their obligations. The location of the site in Calcutta for the first Fair was not so ideal as we have it here nor was the weather very kind to us. In Madras everything has been excellent and we feel proud that the expectations that we have raised in the minds of the people from the way we held the World Agriculture Fair as well as the Calcutta Fair have been amply



Before prize distribution of Fair & Convention Dr. Deshmukh delivered his welcome speech

fulfilled. I say this on the strength of the compliments that have been paid to the Fair by the people of all stations and standing and of all professions and occupations. Even foreign experts have paid us this very generous compliment and we therefore naturally feel a little proud of our accomplishments. Your Government has an extensive and a magnificent pavilion which in fact constitutes a high class and complete exhibition by itself. But other States like Andhra, Madhya Pradesh, Maharashtra, Kerala and others have also done their very best to put up their attractive and artistic pavilions and exhibited various things in a very scientific and attractive manner.

Dr. Deshmukh paid a tribute to the U.S.A. and Germany for their grand pavilions and splendid exhibits most effectively arranged and demonstrated. "It is these overseas participants who help us most directly to know and understand their techniques of Exhibitions better" he added.

Dr. Deshmukh pointed out that apart from the numerous advantages which follow the holding of these fairs the Indian farmer feels a sense of pride in these National Fairs because he has come to appreciate the fairs on the one hand and secondly he feels that for the first

time the value and dignity of his profession is being understood and appreciated.

Dr. Deshmukh offered their heart-felt congratulations to the Madras Chief Minister on their success in the elections and hailed Mr. Kamaraj as a very capable leader and as fine example of a "peasant Chief Minister, who is a highly successful administrator".

Highlighting the need for the State branch of the Bharat Krishak Samaj to have a premises of its own the Central Government Minister who is the President of the Bharat Krishak Samaj said that he had been informed that efforts would be made to collect Rs. 50,000 for a building here and offered to give a matching grant for the same amount if that amount was collected. He pointed out that in Maharashtra they had already got a small building at a cost of about Rs. 35,000 for this purpose.

Further he said, Agriculture is the predominant industry of India and on its progress and prosperity depends the well-being of the people of India. The farmer are the producers of the real wealth from the soil and yet this was the only sector of the Indian community which did not have an all India well-knit and efficiently working organisation of

their own. The Krishak Samaj not only filled and made good this deficiency but has done things on National, International and World Scale which truly staggers imagination. This may be regarded as a compliment paid to ourselves but any-body who has even a cursory look at what stands to our credit during a short period of seven years, would agree that there is no exaggeration of any sort in the way I have described the work of the Krishak Samaj.

It has now been fully recognised that these exhibitions and fairs are of tremendous educative value. There is a perfect unanimity of view on this point from all those who know of exhibitions and understand the position of farmers of India most of whom still continue to be illiterate. To these people exhibitions constitute the only means at the present moment of learning something by understandable visual demonstration of the new techniques and methods of improved agriculture. The participation of 10 States, the various Central Ministries, Commodity Committees and Central Organisations, as well as firms and associations have helped to make the Fair truly national because the Fair has actually covered almost every crop, every area and every of the agriculture industry.

It was only yesterday evening that some one described to me the pride which even an ordinary farmer feels in coming to these Fairs. Apart from the numerous advantages which follow, the holding of these Fairs the Indian farmer feels a sense of pride in these National Fairs because he has come to appreciate the fairs on the one hand and secondly, he feels that for the first time the value and dignity of his profession is being understood and appreciated. He knows very well that this did not happen before. Then he was an object of contempt. This aspect of the matter was not so pointedly present to my mind before. I think there is a lot to be said in favour of this although it

indirectly means a compliment to the Bharat Krishak Samaj because it is the organisation of the farmers who have not only for the first time thought of these exhibitions but have taken pains to start organising the farmers and bring them together in large numbers at least once every year.

Having planned these National Fairs we have now come to follow a well-knit and fixed programme from year to year. We had been holding annual National Convention of Farmers every year before the World Agriculture Fair but from the year 1959-60 we have decided to synchronize the holding of the National Conventions with the last days of the Fair. We did this when we held the World Agriculture Fair and last year we did the same thing in Calcutta. In Madras also we have repeated the same programme and that is why the closing of the Fair and the concluding session of the Convention coincide.

Our Conventions are attended by a very large number of farmers and there is hardly a district in India which does not send some active and intelligent farmers to our Conventions although the attendance in Madras has been rather poor. That may be due to the fatigue of the Elections because many of our farmers are prominent people and they naturally must have been workers in the Elections.

In this Eighth Convention we have decided to form 4 National Commodity Councils, viz., one for cotton, the other for jute, the third for tobacco and the fourth for sugarcane. We have postponed the formation of a council for cooperation and one for horticulture till the next session of our Council which may be held in September or October this year. We have also discussed the various problems facing the farmers who grow these crops. We have also discussed four other subjects including agricultural credit, insurance, marketing and processing. We have, therefore, concluded a highly successful session of the



Shri K. Kamaraj, Chief Minister, Madras delivering his speech in the plenary function of National Agriculture Fair & Convention

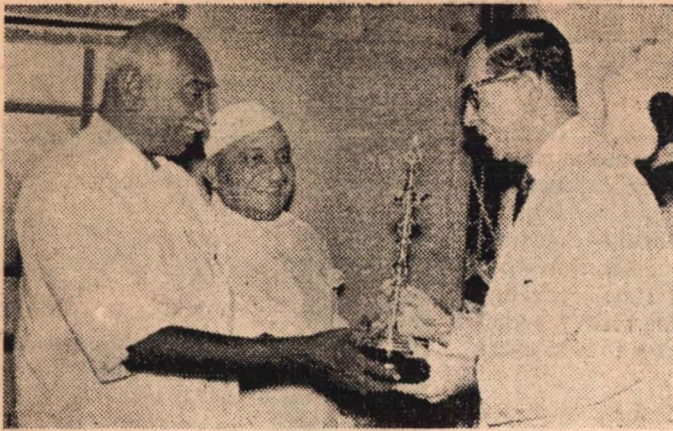
Council and the Convention and we have no doubt that before we hold the next Convention, we would have made still more rapid progress.

We were very happy that your Minister, Shri Bhaktavatsalam continues to be in-charge of Agriculture from the time I have known him. He knows the whole story right from the conceptions and the birth of the Bharat Krishak Samaj to its present position because he was present in all meetings when we decided upon setting up this organization and calling it by the name of "Farmers' Forum", Bharat Krishak Samaj. He has also been in touch with it almost every year although he might not have attended every one of its sessions. His help here has been most invaluable and I owe him a personal debt of gratitude apart from all others who have given us their best.

Mr. K. Kamaraj, Chief Minister, concluding the Convention & Fair said that agriculture Fairs and exhibitions had a vital role to play in educating the farmers of the country on new farm techniques. Indian farmers were responsive and receptive to new ideas and methods, if it was demonstrated to them that they would result in increased production. Agriculture was the basis on which the country's economic and industrial growth depended.

(Contd. on page 10)





Shri Kamraj C. M. Madras giving a Sov-enir Panchdeep to Shri Thomas Uusimon, American Council-General in India for setting up American Pavilion in Madras Fair. In the centre Dr. Deshmukh seen smiling

The progress of Punjab in the field of agriculture as well as in small scale industries were worthy of emulation by other States, he said paying tributes to the people of Punjab for their perseverance and efforts in these fields.

### Prizes & Awards

Sri K. Kamraj gave away the prizes to the various pavilions and stalls put up in the fair. The pavilions of Andhra Pradesh, West Bengal and Madhya Pradesh received I, II & III prizes respectively amongst the States. A 'Kamraj award' was given to Maharashtra specially. Being the host State Madras was kept out of competition and received a handsome cup for setting a very grand pavilion and on behalf of the State Shri Bhaktavatsalam, Minister for Home and Agriculture received it. Food pavilion, Fertilizers association and Madras State Electricity Board amongst the National Sector got the first, second and third prizes respectively. Among the stalls, Approved Schools and vigilance service and the Madras State Handloom Weaver's Co-operative Society received I and II prizes.

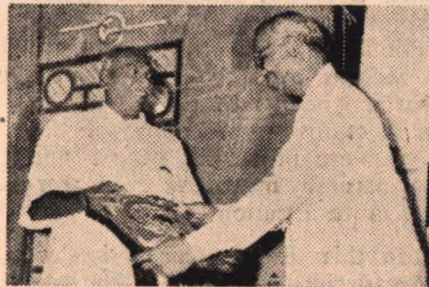
Two souvenirs of silver Kuthuvilakkus (Panchdeep) were given to U.S.A. and West Germany amongst international sector. Souvenirs were also given to all the States pavilions.

Among the prizes, given by B.K.S. for enrolling the highest number of life members Maharashtra State received a rolling shield and cash prizes of Rs. 1500/- for enrolling 540 members and Punjab received a silver cup plus cash prize of Rs. 500/- for enrolling 273 members in the year 1961-62.

Jullundur (Punjab) and Jalgaon (Maharashtra) districts received a silver cup plus Rs. 1,000 each as first and second district awards respectively. The same awards were given to Nawan Shahar (Deoba) and Jullundur (Punjab) as Tehsil awards.

Individual awards were given to the following persons for appreciation of services rendered to B.K.S.

First award: Dr. Amreek Singh Cheema, and Y. S. Patil (Jalgaon) 'Kairon Gold Medals' and Certificate Sri Ajit Singh (Jullundur).—Gold plated medals and certificate; Sri K.G. Anvikar (Aurangabad) and Sri B.S. Patil of Amravati—silver medal and certificates each.



Shri Kamraj giving the rolling shield of BKS to Shri H. G. Patil, V. President, M.K.S. for enrolling highest number of life members in Maharashtra

Sri K. Subramaniam, the film director and producer presented idols of Vinayak to Dr. Deshmukh, Sri K.D. Sharma and Sri Kamal Kumar. Then Shri Sukumaran of Kerala and a representative of Bihar proposed and seconded the vote of thanks. The programme ended with the cultural performances including folk dances and songs.

## Recommendations of the Conference of Sugarcane Growers. presided by Shri Ramamurti, Madras

The Conference made the following recommendations :

1. The Excise duty on sugarcane should be withdrawn by the Government and the ordinance for cut in sugar production ordinance should be repealed for the time being in order to bring down the price of sugar and to increase internal sugar consumption of the country. If the dutytax can not be withdrawn fully it should at least be reduced to half for the normal crushing; full tax may be levied for the excess crushing. The prices of fertilizers should also be brought down to enable the farmers to reduce the cost of production as the costs of labour and fertilizers are very high specially in respect of sugarcane cultivation covering nearly 50 per cent of the income. Most of the canegrowers have reduced the cultivation this year to about 30 per cent which may make the country face a crisis of sugarcane shortage this year;
2. The present floor price for sugarcane produced by farmers for the factories should be guaranteed by the Government as the present price is not remunerative to canegrowers;
3. In respect of fixing prices of sugarcane to be supplied to factories on recovery basis, the floor price fixed by the Government should always be paid to the growers even in the event of low recoveries;
4. In future, licences for manufacturing sugar should be given only to cooperatives;
5. Manufacturing of spirits from molasses has reached the highest level. Hence ways and means should be found out to utilise this waste product usefully in other ways. The possibility of using molasses as cattle field may also be investigated;
6. Measures should be taken to utilise surplus sugar in other industries.
7. In the interest of the Gur manufacturers it is essential that the floor price for Gur should be fixed. Greater propaganda should also be done in the Gur using countries like Indonesia and Ceylon for the export of Gur.

## Recommendations of the Conference of Tobacco presided by Shri A. Aka

For the successful cultivation of tobacco, survey of tobacco soils with a view to demarcating suitable soils for the tobacco from unsuitable soils, should be undertaken; The cultivation of approved varieties of tobacco should be encouraged by subsidised sale of approved seed; A separate quota of Nitrogenous fertilizers, particularly Ammonium Sulphate, should be allotted for tobacco; A crop insurance should be introduced; In order to maximise production of quality tobacco intensive cultivation programme, as in the case paddy, should be launched; Adequate and timely credit facilities for tobacco cultivation should be provided; To avoid confusion in the marketing of tobacco "Agmark" grade at all levels namely farmers, processors and exporters, should be adopted; Grading of tobacco according to the "Agmark" grades should be extended to the farmers level through their cooperatives; Auction sales for tobacco on the basis of "Agmark" grades should be introduced.

(Contd. from page 7)

that the export and import policy in regards to the jute should be fair to both the growers and the Mills. It is therefore recommended that on the critical circumstances export of atleast one lakh of bales of jute should be permitted through Growers' Association and to stabilise the price structure. 4. It is also recommended the Bharat Krishak Samaj should have representatives on Export Advisory Council as well as in Import Advisory Council as Agricultural produce comprises about half of the foreign exchange earned by the country. 5. It is also recommended that whatever minimum prices fixed, the full advantage of it is reaped by the growers is to be looked into by the Government and the Ministry should immediately set up a Price Advisory Committee to deal with all aspects of agricultural commodities where the representation of the Bharat Krishak Samaj should predominate.

## Resolutions of Cotton Conference

Cotton growers and Jute growers discussed their grievances and problems and initiated many suggestions.

After reviewing the listed points the Conference passed the following resolutions: The Cotton Conference was held under the Chairmanship of Shri Subbanna Gondar (Madras) and the Convenor was Shri Rayon Gowda Patil of Mysore.

1(a) Cotton conference strongly endorses the revised resolutions passed by the Central Cotton Committee in the matter of the removal of the ceiling price on Cotton and feeling that under the scare of low prices the farmer may well cease to grow any cotton at all. Emphatically recommends to the Indian Government that the ceiling on the price of cotton may be removed so that the farmer may be encouraged to spend more money on the cultivation of the crop and make an effort to contribute towards the plan target of production.

(b) Various contract measures regulating cotton policy be so revised as not to damage the interest of the agriculturists.

(c) Floor prices of the different varieties of cotton be raised to a suitable level so as to cover the size in cost of production.

2(a) It recommended that a soil testing laboratory may be established for each district and the soil testing service to the farmer may be expedited.

(b) Soil testing kits should be made available to farmers immediately and without lengthy procedure and at subsidised prices. The literature giving information on the use of the kit should be in Hindi and other regional languages is well, besides English.

3. It requests the Government of India to arrange for the preparation of a soil map for each region and each block if

possible and in relation to this soil classification arrange for supply of suitable certified seeds well in season to the farmers.

4. It feels that adequate irrigation facilities to the cotton growers and in this regard an intensive utilisation should be made of undersigned water supplies by putting up borewells, Tubewells and the like. 5. It feels the shortage of fertilisers very keenly and recommended to the Government that a greater production and supply should be arranged for. The prices of fertilisers are also felt to be very high and the Conference recommends to the Government to reduce the prices substantially. 6. It feels that insecticides and fungicides should be supplied to the farmers at cheaper rates and also sprayers and dusters. 7. It feels strongly that distribution of suitable certified seed should be arranged at nominal prices and while learning that a system of regular seed production is already established in certain places feels that such a system should be adopted all over the country under proper supervision. 8. It feels that cooperative processing establishments should be established everywhere and to this effect it places the request before all the members of the forum to be on the vigilance in this regard in their locality. 9. It feels that there is a great case for conducting research on the utilization of cotton seed for cattle feed. So as to augment the supplies of nutritive substances 10. It also feels that arrangements should be made for an information service to all the cotton growers conveying to them details of research in cultivation and markets and prices ruling day to day in different places.

11. This conference recommends to Govt. of India to take up crop Insurance Scheme for Cotton in order to protect the cotton growers from the various hazards.

12. Import or export policy should be so regulated as not to harm the interests of the indigeneous cotton growers.

# TOPICS DISCUSSED IN THE VIII CONVENTION

## Crop Insurance

The purpose of Crop Insurance is to enable farmers to protect investment in growing crops against unavoidable losses from causes beyond their control. The farmer, in raising a crop, invests in fertilizers and manures, seeds, labour, including his own irrigation etc. In addition there is also the investment in land, implements, bullocks, etc. Many farmers have to borrow to invest in farming. Loss of that investment may often mean inability to pay the loan back and losing credit worthiness. This together with the loss of the anticipated profit in the crop is a financial blow that many farmers are unable to recover from on their own. The farmers have, therefore, to forego purchasing of goods required and may even make them lower their standard of living which is already so low in the case of a great majority of our farmers. Crop Insurance is an assurance of some purchasing power every year. It can strengthen his credit because the insurance could be offered as an additional security for loan.

Crop Insurance also may help to protect the savings, if any of the farmers set aside for some specific purposes, which in the event of failure of a crop have to be drawn upon. With crop insurance the savings could be protected.

Crop failures often necessitates Government to help farmers by undertaking relief measures, giving revenue remission, or loans etc. Crop Insurance will eliminate such need to a great extent.

Crop Insurance will result in creating a commodity reserve against years of scarcity and help an even flow of raw materials to industry. It will tend to stabilise business conditions by providing purchasing power to the farmers in years of scarcity and promote stability of prices.

In India the problem of introducing crop insurance has been engaging the attention of the Government of India since 1949. An Officer on Special Duty was appointed in

1949 in the Ministry of Agriculture to study these problems and to prepare schemes for implementation. A pilot plant scheme on crop insurance has been prepared on the basis of his report by the Institute of Agricultural Research Statistics (I.C.A.R.). This scheme has not, however, been implemented so far possible because of paucity of finance and other reasons.

In U.S.A. Crop Insurance is available for thirteen crops, viz. Wheat, cotton, maize, tobacco, linseed, beans, barley, oat, rice, grain sorghum, citrus and peach. The insurance is offered by the Federal Crop Insurance Act. It insures money that the farmer spends to produce his crop against loss from unavoidable production risks beyond his control. It generally covers loss from essentially all naturally unavoidable causes including drought, flood, hail, wind, frost, winterkill, lightning, fire, excessive rain, snow, wildlife, hurricane, tornado, insect infestation and plant diseases. It does not cover such causes of loss as neglect, poor farming practices, theft or the risk of financial loss due to low prices.

The Union Co-operative Insurance Society, Bombay has come forward to offer crop insurance on certain terms and conditions. The Society proposes to offer insurance for only two crops, viz. Cotton and sugarcane, in the first instance. Later on the Society intends to include other crops such as paddy, tobacco, groundnut, etc. The scheme will, however, be available only to those members who have remained loyal to the Society during the past five years and have taken their loans from the Society and marketed their entire produce through the Society.

The Bharat Krishak Samaj strongly feels that crop insurance will help farmers to stabilize their investment and their future against uncontrollable hazards. The Council gave the matter a careful thought and considered whether it would be possible for the Bharat Krishak Samaj to undertake crop insurance and how the several difficulties in-

involved could be overcome. The Council also considered if it was possible for Bharat Krishak Samaj to undertake general insurance such as insurance of agricultural machinery, etc. and link Crop Insurance with it.

## Development of Agricultural Marketing in India

The Planning Commission during the First and Second Five Year Plans laid considerable stress on developing agricultural marketing in the country, and as a result of the Commission's recommendation, activities have been further accelerated. In order to carry out certain activities new organizations such as the Central Warehousing Corporation, the Forward Market Commission, etc. have been set up. Most of the States have also set up marketing departments and other allied organizations in order to develop agricultural marketing in the States.

The achievements so far made and the plan of work during the Third Five Year Plan are briefly summarised below.

### Grading and Standardization

During the Third Five Year Plan it is proposed to further intensify the grading of agricultural commodities. It will comprise of :

*Grading of Farm Produce :* With a view to improve marketing conditions in the primary and wholesale markets it is proposed to develop grading of agricultural commodities at primary, secondary and wholesale markets. In this Scheme the Market Committees, Co-operatives and Warehouses and other voluntary organizations have an important role to play.

*Grading for Consumers :* The problem has already been tackled under AGMARK but it is proposed to intensify the same during the Third Five Year Plan by setting up Regional Control Laboratories, State Grading Laboratories and Grading Centres.

(Contd. in next issue)

# AFRO-ASIAN R. R. CONFERENCE IN CAIRO

Cairo, 20th March. Vice President of United Arab Republic Kamal el Dina Hussein inaugurated the Second Afro Asian Rural Reconstruction Conference here on 19th March in Arab League Building, Liberal square. Delegates from more than 20 countries are attending the conference. The first A.R.R. Conference was held a year back in New Delhi and Dr. Panjabrao Deshmukh, Union Agriculture Minister and President of Bharat Krishak was presiding over it.

Here in the conference Dr. P. S. Deshmukh said that the market countries had been traditional consumers of our agricultural produce from both the Asian and

African countries and imposition of restrictions and raising of tariffs on well established imports are sure to affect economics one way or another.

Dr. Deshmukh urged the Second Afro-Asian Rural Reconstruction Conference to discuss the effects of the European Common Market on Afro-Asian economics. Warning them he said that they should be prepared to safe guard the interests of millions of our people as a result of what might transpire if and when Common Market becomes fully established and starts developing.

This conference will be continued up to 31st March 62. Shri K. D. Sharma, Secretary General of this

Conference has taken keen interest to organise this Conference in Cairo and the Govt. of UAR is also kind enough to make all the arrangements.

This Conference will finalize the constitution of a permanent organisation and the formation of our International Farmers' Cooperative Bank which will render unique services to all the farmers of under developed countries and others.

Inaugurating the session Kamal el Dine Hussein also spoke of the need to study the adverse effects of Common Market on Afro-Asian economy and treated that a special conference might soon be convened to discuss the subject.

(Contd. from page 2)

to cotton is very different. Due to the excessive and continuous rains in Maharashtra and Madhya Pradesh as well as the cold spell, cotton production this year is going to be much lower than the previous year with the result that the textile mills are facing lot of difficulties."

## Call to Farmers

The targets set up by the Government could not be achieved without the co-operation of the farmers. To promote closer understanding between the government and the farmers, the Samaj had drawn up a three-fold programme to cover as many problems that face the farmers as possible including credit, warehousing, processing and preservation industries, as well as manufacturing of implements, insecticides, fertilizers, etc. It was their desire to do these through separate farmers co-operatives. They had set up several panels for these, but in order to strengthen them, the Samaj had decided to constitute National Commodity Councils and giving them secretarial help. They had decided, at this session to set up five such councils. They had also plans to have a National Council of Farmers' Co-operative so that they could bring to light the defects and deficiencies in the co-operative policies of the Government, the Union Minister Dr. Deshmukh continued his speech.

Again referring to the activities of Bharat Krishak Samaj he said that there are number of things to our credit including the World Agriculture Fair, the International Federation of Agricultural Producers' Conferences, the Afro-Asian Rural Reconstruction Conference, the National Fairs, the bringing into being of the Agricultural Machinery Association of India, the National Agricultural Co-operative Marketing Federation and starting of the Farmers' Co-operative Bank of India. Samaj is also thinking of organising a World Bank of Farmers. The All India Bee-keeping Association is working in co-operation

with the Bharat Krishak Samaj has been able to assist the Soil Conservation Society of India.

Dr. Deshmukh said that the Governments are keen on establishment processing units on a co-operative basis, and encourage co-operative marketing as well as expansion of credit. He mentioned that the Farmers' Co-operative Bank of India, would not come in the way of the credit that was being made available.

## Plan for Minor Irrigation

The Government of India has programmed to bring an additional area of four million acres under minor irrigation during the second year of the Third Plan. Some 1.2 million acres would be reclaimed and 2.4 million acres would be covered by soil conservation measures.

Referring to the difficulties experienced by farmers, Dr. Deshmukh said that the present demand for nitrogenous fertilizers came to about 27 lakh tons, and 8.1 lakh tons of phosphatic fertilizers for 1962-63. He further said that intensive agricultural district programme would be extended to 14 more development blocks during the current rabi season in the seven selected districts bringing the total number to 113 out of 139 blocks. He suggested that the members of the Samaj should concentrate their efforts on these schemes.

Speaking about the Bharat Krishak Samaj he further said that the Samaj had enrolled nearly 8,000 life members and its ordinary membership is over three lakhs. The Samaj has started a World Agricultural Memorial College in New Delhi named after 'Shivaji'. It was their intention to institute two faculties of science and agriculture in that College.

In the end Shri Ram Singh, Member of the Governing Body of Bharat Krishak Samaj and Shri Jogesh Chandra Deo proposed and seconded the vote of thanks.

Audio-Visual Publicity during November 1961. I would request this Seminar to give a thought to this subject also and give us the benefit of their suggestions on this important matter.

Shri V. Karthikeyan, I.A.S., Director of Agriculture, Madras, in his discussion on 'permanent Exhibitions' told some uses of the permanent exhibition such as return for the amount invested is much greater, all visitors could be taken, could be used as a library on agriculture, overcome the limitations of the seasonal factor, demonstration of implements, would be carry etc.

In other papers the following topics were discussed:

### PUBLICITY AND PUBLIC RELATIONS

All exhibitions are meant for publicity. Publicity plays an important part especially in National Agriculture Fair where the Agriculturist not only enjoys but learns. The huge amount of money spent on exhibitions are amply rewarded by the knowledge of Agriculture gains with the help of publicity. Publicity embraces all the aspects of the activities of the country Agriculture in particular. We may hardly state that publicity is incomplete without public relations. Public relations is not an easy job. Very often Departmental Officers envy the life of a public relation officer. The public relation officer has to deal with the highly technical man, the average local worker and the spectators' security at all stages for all people in paramount. Public relations is an art by itself. Very few people are temperamentally suited for such work. The public relations have not only to be effective but should be in the background. The success of Public relations depends upon the tranquility of its service rather than on the noise it makes. Public relation is a vigilant job all the twenty four hours.

### AMUSEMENT AND ENTERTAINMENT

Amusement and entertainment have to be programmed well in advance to suit the various age groups. Usually amusement and entertainments are meant for children

and probably for ladies. It is a secret that all grown up men need as much amusement and entertainments as children. Therefore not only children parks are necessary, well laid out gardens, cinema shows, dramas and folk dances are also necessary.

### THIRD DAY OF THE SEMINAR

Presiding over the concluding session of the 3 days Seminar on Exhibitions Dr. Punjabrao S. Deshmukh, Union Minister for Agriculture said that he attaches highest importance to agricultural progress in the country along with the welfare of the farmers of the country. He said actually both of them go together. In a country if the agriculturist is not prosperous the same will be the story in the case of the concerned country. Agriculture and agriculturist are the only problem that stands before me from the right beginning. He added that he has started the farmers union after the completion of his studies at England. He continued that we are having the 3 days seminar on exhibitions—which is a great adventure of ours which no other country bigger than ours more prosperous, more advanced had attended upto date. He said that the First World Agricultural Fair, at Delhi, the first and second National Agricultural Fairs at Calcutta and Madras respectively have fulfilled the purpose for which they were organized with the kind cooperation of the concerned State Agricultural Departments and he thanked of the same.

He further said that he was thinking of exhibitions and fairs on great deal ahead already. He added when he had been in Tokyo in 1958 he referred to the importance of agricultural Exhibition in Agricultural Development. He stressed importance on Agricultural Exhibitions and wanted its standard to be improved as we are participating not only in National Agricultural Exhibitions but also showing our achievements in the field of Agriculture even outside our country. He laid stress also on the importance of small exhibitions like cattle fair where agriculture can be coordinated. He wished the techniques of exhibitions to be

upgraded, so as to achieve better results than what we have been doing so far. He was glad of the celebrations and the dynamic work done during the short period of 3 days. He referred to the royal shows which were being held in England from 130 years back with great technical perfection where the exhibits from various fields of improvement were displayed. The idea of organizing agricultural fairs was referred by the Prime Minister in his address to the Ministers of Agriculture which was held at Delhi, and he wanted that these exhibitions should be held even on district level. He said the large number of people in various levels will be benefited by these fairs after the completion of these fairs in all the State headquarters. He wanted the cattle shows also to be held in the villages.

### RECOMMENDATIONS OF SEMINAR

Concluding the Session the Seminar strongly endorsed the proposal of the Bharat Krishak Samaj to set up a National Institute of Exhibition Science and Visual display. This Institute, when established in New Delhi, will be the first of its kind in the country and will be of real assistance to the Ministries of the Government of India, the governments of various States and others to train the personnel required for putting up exhibitions and provide all assistance needed by them in the preparation of displays, etc. etc.

At present the technique of display in the country is not well developed. This Institute, after its establishment, will prove an Institution for research in this technique and disseminate this knowledge among all who are in need of it.

### National Farmers' Day

As decided by Bharat Krishak Samaj, third April, 1962 will be observed as the National Farmers' Day.

Farmers and farm organisations will celebrate this day throughout the country for the third time when meetings, seminar, exhibitions and radio talks will be arranged.

Statement about ownership and other particulars of Krishak Samachar

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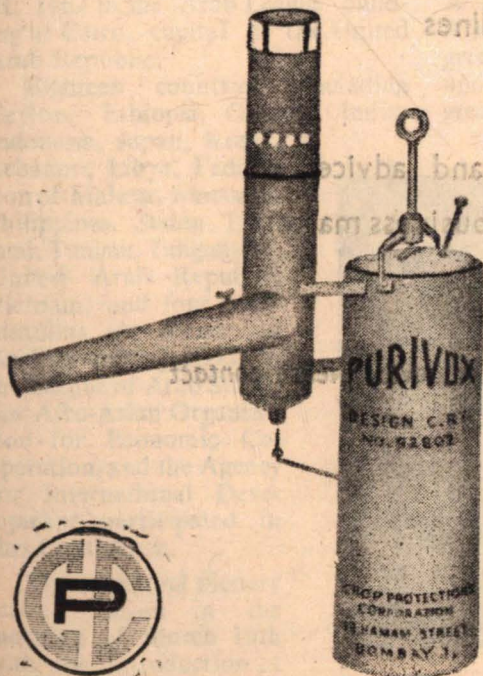
I, R.B. Deshpande, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Date March 1, 1962

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