

AMAR MAJULI

THE AGRICULTURE REVOLUTION IN THE RIVER ISLAND MAJULI BY DISTRICT ADMINISTRATION



District Administration, Majuli,
Assam

MAJULI AT A GLANCE

- Majuli, carved out of Jorhat was declared as a **fully fledged district** on 8th September, 2016.
- Majuli is the **largest river island** in the world spreading over an area of 483 Sq Km surrounded by the mighty river Brahmaputra.
- It is the epicentre of **Neo-Vaishnavite culture** and **Satra Institutions**.
- It is primarily a rural district, with a total population of **1,67,304** out of which **46.38%** and **14.27%** belongs to Schedule Tribe and Scheduled Caste respectively as per Caste Census 2011 .
- Majority of the population depends on **agriculture and allied sectors**.
- The island district do not have any major **industrial establishments**.



AMAR MAJULI

- It is a flagship programme and an initiative of the Deputy Commissioner, Majuli, Assam wherein a platform is provided for the farmers to interact directly with officials of various departments of the district to resolve their issues and concerns.
- Basic Features :
 - Held every Friday of the week to meet 50 Progressive Farmers
 - Once a month, it is organised in a community hall to ensure participation of large number of farmers.
 - Felicitation of a few farmers performing well in Agriculture, Fishery, Animal Husbandry etc
 - Dissemination of information on welfare schemes of the government.
 - Participation of rural farmers in government institutions and schemes.
 - Promoting agriculture amongst the student community.



WHAT LED TO THE UNIQUE INITIATIVE OF 'AMAR MAJULI'?

- To provide a forum for the farmers to raise their grievances and feedback
- To increase Paddy Procurement in the district.
- To bring confidence and bridge the gap between farmers and government official
- Doubling farmer's income by Multiple Cropping, better market linkages etc
- Weaning away misguided youths from drugs, militancy etc.
- To create awareness on various welfare schemes and achieve the target
- To enhance the production and productivity of Agriculture through scientific mean
- To halt youths migrating to other states to find livelihoods here
- Socio-economic upliftment of the rural farmers.
- To build 'Amar Majuli' as the marketing brand of their products and export to other areas.



INNOVATIONS

- **'Amar Majuli'** means **'Our Majuli'** is a community based approach. It brings sense of belongingness to own up responsibilities.
- **Direct line of communication** between farmers, various government line departments and financial institutions.
- **Knowledge sessions by experts** for scientific agriculture and market linkages
- **Participation of students** in 'Amar Majuli' sessions for better understanding.
- **Farmers Inspire Farmers** to take up the Agriculture cultivation in the right way.
- **Multi Department Approach** to monitor and guide the farmers.



INNOVATIONS

- **'Amar Majuli, Amar Gaon'**, has enabled presence of a strong team in the grassroots level
- **Scientific Approach** to enhance the production and productivity.
- Easy availability of **loans and subsidy based schemes**
- Easy way of **disseminating information** to rural population
- Engaging women SHG's, Jeevika Sakhis etc.



OVERCOMING THE CHALLENGES

- No Community Participation
- Behavioural Change amongst the entrepreneurs and farmers of agri-allied sectors
- Farming based more on the traditional methods
- Unavailability of infrastructure and acute manpower shortage
- Absence of agri-allied entrepreneurs
- Lack of proper Monitoring and guidance to farmers to enhance their production and productivity
- Recurring floods



OVERCOMING THE CHALLENGES

- Digitally illiterate, majority of the farmers lacked the basic technical know how to apply for various schemes
- No institutional paddy procuring agency like FCI, NAFED etc.
- Non Participation and lack of trust amongst the farmers on government machinery.
- Abysmal Paddy Procurement in the first three months (150MT only)
- Majority of farmers are ignorant about Multiple Cropping, Organic Farming, Fishery, Animal Husbandry etc
- Unavailability of better Market Linkages
- Bringing Women farmers particularly tribal women to mainstream agriculture activities



Sessions with Themes

Session	Theme
1 ST	Outreach to beneficiary farmers of government schemes, line departments & Financial Institutions'
2 ND	Adoption of Multiple cropping for enhancing the income generation of farmers.
3 RD	Paddy Procurement
4 TH	Paddy Procurement
5 TH	Paddy Procurement and Licensing and Price Control of Fertilizers
6 TH	Paddy procurement, Multiple Cropping PMKSY,PMFBY, KCC, CMSGUY - AMMEMS (Veterinary) & Amrit Sarovar scheme (Fishery)
7 TH	Farm Mechanization & Paddy Procurement.
8 TH	Agri-Tourism & taking advantage of various schemes by farmers.
9 TH	Paddy procurement, Multiple Cropping, PMKSY, PMFSY, PMFBY, KCC, CMSGUY-AMMEMS (Veterinary) & Amrit Sarovar scheme (Fishery)
10 TH	Outreach to beneficiary farmers of government schemes, line departments & Financial Institutions'

Sessions with Themes

Session	Theme
11 TH	Adoption of Multiple cropping for enhancing the income generation of farmers.
12 TH	Paddy Procurement & PM-KISAN Aadhaar Seeding , E-KYC.
13 TH	Interactive session with Community cadres for promoting various livelihood activities through convergence.
14 TH	Paddy Procurement, Yellow Majuli, Animal Husbandry & Fishery
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16 TH	Awareness on formation of FPO on Sugarcane in Ahatguri & Dakhin Ahatguri GP
17 TH	Yellow Majuli, Animal Husbandry & Fishery, Training upon seasonal crop
18 TH	Yellow Majuli – Discussion with Mustard oil Millers, Progressive Mustard Farmers etc.
19 TH	Manifold discussion on various aspects of Agriculture, Veterinary and Fishery Department with special emphasis on mustard cultivation under Yellow Majuli
20 TH	Yellow Majuli

Pre and Post Scenario-1

Sl.No	Before 'Amar Majuli'	After 'Amar Majuli'
1.	Non participation of farmer in Paddy Procurement	In 2 nd KMS 2021-22, 105% of the paddy procurement target achieved
2.	Absence of major agri-allied entrepreneurs	3 Nos of new FPC, 3 Nos of large millers, 8 Godown Owners, 1 fishery hatchery etc
3.	Absence of Community Participation	Amar Majuli is a community based participative approach. 1 Nos of agri tourism, 3 FPC etc have come up.
4.	No grievance or feedback forum	Amar Majuli is the platform for grievance and feedback
5.	Traditional Methods of Farming by majority	Modern means like tractor, Irrigation, SRI etc now
6.	Women Farmers were ignorant of government schemes	Large no of women are now beneficiaries of various govt. schemes

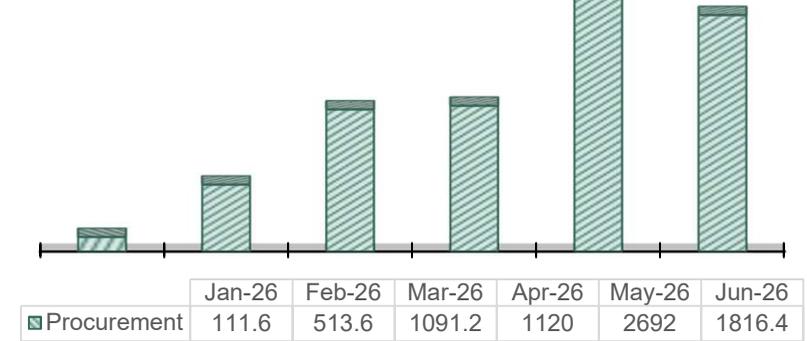
Pre and Post Scenario-2

Sl.No	Before 'Amar Majuli'	After 'Amar Majuli'
8.	Multiple Cropping by very few progressive farmers	Majority of farmers are now involved in Multiple Cropping
9.	No marketing brand and market linkages	'Amar Majuli' is the marketing brand. Products are now exported to various parts of the world. Mustard Oil, Red Rice, Black Rice etc
10.	Farmers lacked confidence to approach government offices	Amar Majuli sessions builds confidence and bridges the gap between farmers and govt. officials
11.	Lack of proper Guidance and Monitoring	Regular field visits by officials of agriculture department and reports to Deputy Commissioner
12.	Non availability of Dedicated Customer Care	Dedicated Customer now

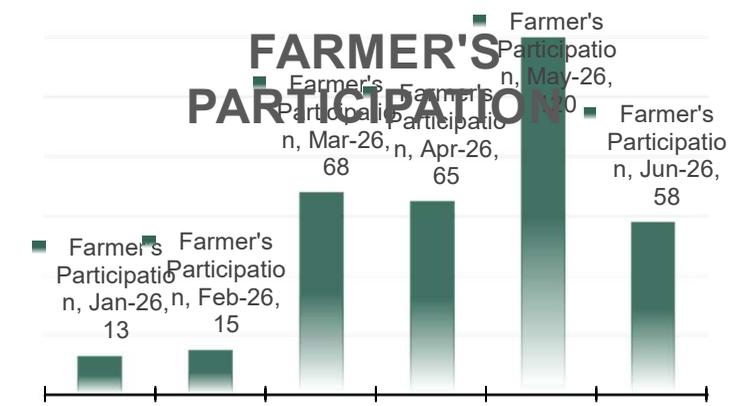
PROGRESS SO FAR

- Paddy procurement increased from 150 MT in the month of March to **734.54 MT** by the end of 1st season.
- In the 2nd crop season, **526.44 MT** (against District target of 500MT) of paddy has been procured till date with the participation of 227 farmers
- Establishments of **8 subsidy based Godowns** for storage.
- Farmers adopting **SRI technology** to increase their production and productivity.
- **Three new young millers** have upgraded their mills
- Multiple Cropping undertaken by majority of farmers

PROCUREMENT
(Quintals)



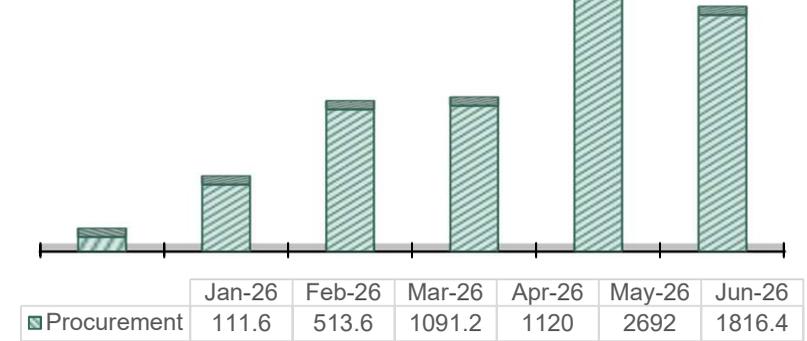
FARMER'S PARTICIPATION



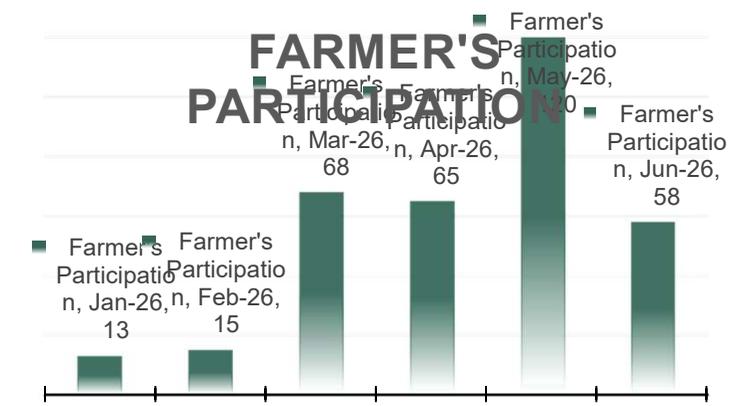
PROGRESS SO FAR

- NABARD has set up two FPC's in Majuli at Ahatguri(Sugarcane) and Pokajohar(Garlic) and one FPC by APART
- Achievement of 100% Aadhaar seeding in PM Kisan and PMKSY-HKKP Ph-1 and various other schemes
- Organic Farming and vermi-composting at every household.
- KCCs are being applied & sanctioned in a war footing manner.
- One new Hatchery has been constructed by a young farmer.
- AMMEMS (Veterinary) & Amrit Sarovar scheme (Fishery) are now being taken benefits by farmers .
- 21 Qtls Toria seed produced by Majuli Riverbank FPC has been sold to ICAR-DRMR

PROCUREMENT (Quintals)

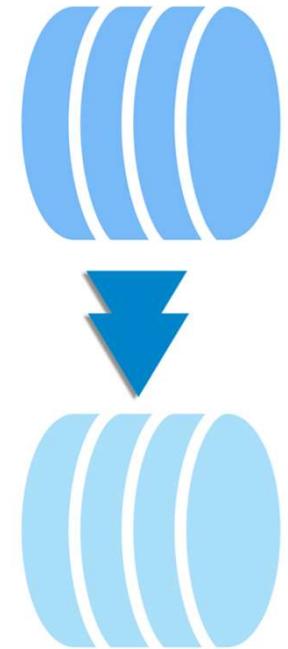


FARMER'S PARTICIPATION



POTENTIAL FOR REPLICABILITY

- The term 'Amar Majuli' means 'Our Majuli' , it creates a sense of belongingness of the locality.
- Knowledge Platform : Experienced Professionals gives lectures on farming and govt schemes & its documentation
- Farmers inspire Farmers where Champion Farmers guides, motivates other farmers
- Multi-department approach for intensive monitoring of farmers production, resolving manpower shortage
- Special care is taken for women farmers to recognize and award them.
- The farmers can organize 'Amar Majuli' in their villages, which will reduce government expenditure and budget.
- The villagers serve as a means of information carriers in the villages
- This model is sustainable, approachable and beneficial especially for farmers in disadvantaged and backward areas.



FUTURE ROADMAP

- **Marketing Brand:** All the agricultural products from Majuli of small scale industries can be branded under the umbrella term 'Amar Majuli' for exporting to different parts of the world.
- **Entrepreneurship:** New class of entrepreneurs in milling, godowns for storage, logistic support etc.
- **Women Empowerment:** Special guidance and emphasis will be on Women Farmers particularly tribal women
- **Zero budget Natural farming:** Organic farming, vermi compost at every household, kitchen gardening etc.
- **Agro-tourism:** Farming land will be developed for tourism.
- **Yellow Majuli:** Mustard will be cultivated in Majuli to produce 1,20,000 quintals.
- To increase small Mustard Mills and Paddy Millers in the district
- **Streamlining** the existing FPCs and creating more
- Adopting **advanced scientific methods** by all the farmers



AMAR MAJULI- AMAR GAON

‘Amar Majuli-Amar Gaon’(‘Our Majuli-Our Village’) –

An initiative to reach the last mile villager, improve the governance, such that no eligible person is deprived of government schemes.

Basic Features :

- It is based on the sentiments of the locality such that villagers are given the opportunity to own up the task.
- Headed by Circle Officer, a team is constituted of Lat Mandal, Gaon Pradhan, Asha Worker, Anganwadi supervisors and worker for every villages.
- Meeting held every two weeks with the villagers to create awareness about various government schemes and instructions
- To facilitate and implement various schemes so that no eligible person remains deprived.
- Problems faced by the villagers are resolved at the earliest.

Progress So Far :

- Villagers are more aware of the various government schemes, thus it has helped us to improve the parameters in most of the schemes.
- Aadhar Seeding for NFSA, Aadhar Voter Id Linking etc are some of the examples that villagers are participating and supporting us.
- More farmers are participating in the paddy procurement process and other government initiatives.



ACHIEVEMENTS OF MAJULI DISTRICT IN VARIOUS PARAMETERS

SI.No	SCHEME NAME(AADHAR SEEDING)	TARGET ACHIEVED
1.	PM-KISAN-AADHAR SEEDING, e-KYC, LAND INTEGRATION	100%
2.	NFSA-AADHAR SEEDING	100%
3.	SOCIAL WELFARE-ANGANWADI	100%
4.	NATIONAL SOCIAL ASSISTANCE PROGRAMME	93.07%
5.	MGNREGA-AADHAR SEEDING	99.70%
6.	OLD AGE PENSION- AADHAR SEEDING	92.15%
7.	PADDY PROCUREMENT, 2 nd KMS	105.29%
8.	ORUNUDOI	100%

ACHIEVEMENTS OF MAJULI DISTRICT IN VARIOUS PARAMETERS

SI.No	SCHEME NAME	TARGET ACHIEVED	SPECIAL RECOGNITION
1.	MISSION BASUNDHARA	100%	
2.	MISSION BHUMIPUTRA	100%	1 st in the state
3.	PMKSY-HKPP Ph-1(Irrigation)	100%	
4.	GUNOTSAV		2 nd in the state
5.	DISASTER MANAGEMENT SCORECARD		1 st (Awarded by HCM)
6.	POLIO ERADICATION-AFP Surveillance	99%	
7.	VACCINATION 1 st Dose	104.19%	
8.	VACCINATION 2 nd Dose	101.17%	
9.	VACCINATION PRECAUTION DOSE	40.13%	
10.	AADHAR-VOTER LINKING	86.85%	

“Amar Majuli” qualified the Semi Finals of SKOCH AWARD and awarded Silver



*Thank
you*

