



# Krush

i **Prasar** Foundation

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**Harshal More**

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i Prasar Foundation

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## Overview

Agriculture is the key for development of any country, state or human being. India accounts for 7.68% of total global agricultural output. Agriculture provides employment to more than 50% of the countries workforce.

Krushhi Prasar Foundation is a Non-Governmental Organization (NGO) established by a team of IT Professional from Agriculture family background. KP Foundation is registered in 2017 under the Society Act 1860 and 1971 but, it is active since 2013 with its small - small efforts to improve our farmer's conditions.

Let's all contribute a bit to help farmer & India to more prosperous in Agriculture.

## Goals

Krushhi Prasar Foundation's role is to develop and implement policies and programs that ensure India's agricultural, fisheries, food and forestry industries remain competitive, profitable and sustainable.

## Specifications

- # Encourage and support sustainable natural resource use and management
- # Protect the health and safety of plant and animal industries
- # Enable industries to adapt to compete in a fast-changing international and economic environment.
- # Help improve market access and market performance for the agricultural and food sector
- # Encourage and assist industries to adopt new technology and practices
- # Assist primary producers and the food industry to develop business and marketing skills, and to be financially self-reliant.

## Milestones

KP Foundation is planning to employ about 45,000 Full Time Equivalent staff in India and overseas, including policy officers, program administrators, economists, meat inspectors, researchers, veterinary officers, communicators, project managers and etc.



## Key aspects of KPF

### 1. RURAL DEVELOPMENT

Our Organization is a registered NGO of India, working for Rural Development to empower farmers and their families to be self-sufficient in the future.

Rural development actions are intended to the social and economic development of rural communities.

Rural development aims at finding ways to improve the rural lives with participation of rural people themselves, so as to meet the required needs of rural communities. The outsider may not understand the setting, culture, language and other things prevalent in the local area. As such, rural people themselves have to participate in their sustainable rural development.

### 2. ORGANIC FARMING

KPF is encouraging farmers to adopt the organic systems and giving support in technical trainings via various methods.

Organic farming is an alternative agricultural system which originated early in the 20th century in reaction to rapidly changing farming practices. Organic agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved..

### 3. HORTICULTURE DEVELOPMENT

KPF is encouraging farmers to adopt the Horticulture and giving support in technical trainings via various methods.

Horticulture primarily differs from agriculture in two ways. First, it generally encompasses a smaller scale of cultivation, using small plots of mixed crops rather than large fields of single crops. Secondly, horticultural cultivations generally include a wide variety of crops, even including fruit trees with ground crops. Agricultural cultivations however as a rule focus on one primary crop. A more precise definition can be given as "The cultivation, processing, and sale of fruits, nuts, vegetables, and ornamental plants as well as many additional services". It also includes plant conservation, landscape restoration, soil management, landscape and garden design, construction and maintenance, and



arboriculture. In contrast to agriculture, horticulture does not include large-scale crop production or animal husbandry.

#### 4. RAIN WATER HARVESTING

KPF has been promoting the concept of water harvesting, particularly in urban areas, as a technological solution that can be adopted.

Rain water harvesting is a technique of collection and storage of rainwater into natural reservoirs or tanks, or the infiltration of surface water into subsurface aquifers before it is lost as surface runoff.

The reasons for using rainwater harvesting systems answer three questions:

What: Rainwater harvesting will improve water supply, food production, and ultimately food security.

Who: Water insecure households or individuals in rural areas will benefit the most from rainwater harvesting systems.

How: Since rainwater harvesting leads to water supply which leads to food security, this will greatly contribute to income generation.

#### 5. SOLAR FARMING

This is a "free" source of electricity which can be used to supply the energy needs of homes, farms and business. KPF is encouraging more and more use of Solar.

#### 6. E-AGRICULTURE

e-Agriculture is a global community of practice that facilitates dialogue, information and sharing of ideas related to sustainable agriculture & development.

Information and communication technology in agriculture also known as e-agriculture, focuses on the enhancement of agricultural and rural development through improved information and communication processes. More specifically, e-agriculture involves the conceptualization, design, development, evaluation and application of innovative ways to use information and communication technologies in the rural domain, with a primary focus on agriculture. e-Agriculture includes devices, networks, mobiles, services and applications; these range from innovative Internet-era technologies and sensors to other pre-existing aids such as fixed telephones, televisions, radios and satellites. Provisions of standards, norms, methodologies, and tools as well as development of individual and institutional capacities, and policy support are all key components of e-agriculture.

## PLANS AND ITS EXECUTION

"The soul of India lives in its villages," declared M. K. Gandhi at the beginning of the 20th century.

According to the 2011 census of India, 68.84% of Indians (around 833.1 million people) live in 640,867 different villages. The size of these villages varies considerably. 236,004 Indian villages have a population of fewer than 500, while 3,976 villages have a population of 10,000+. Most of the villages have their own temple, mosque, or church, depending on the local religious following.

So, to develop India's agriculture sector we are focusing on all this villages on a nano level management.

## KEY BENEFITS OF FARMERS

1. Rural development will bring development of his village, town & district. All basic requirements such as School, Colleges, Hospital will be reachable within his/her limits. New local Markets places will be developed.
2. Promoting Organic Farming will reduce the chemical effect over environment, nature, soil and health. It will also reduce the production cost of his/her farm products. Low production cost will lead to more profit. Secondly, good demand of organic products in local and international market.
3. Promoting Horticulture, as it is not the primary farming type, this will add a secondary income source to the farmer incase of market lapse of primary farm products. He/she have again local market for this product.
4. Rain Water Harvesting will increase the ground water level as well as it can be stored in local tanks, reservoirs and etc. which can be utilized for later on for other purposes. He/she will not that dependent on rain, dam water, or river water.
5. Promoting Solar farming will reduce the production cost straight away as he/she needs to use water pumps for farming. All his/her electricity needs will be utilized by solar farm and the rest will be sold out to Electricity Board.
6. e-Agriculture is the need of the era. Information Technology is growing with tremendous speed and if we don't adopt it we will be left behind. New technologies and inventions are to be used in spite of traditional farming, for which he/she as to be educated on a regular basis, coz education is the only key to success.

## How KPF is beneficial?

1. KPF is Non Profit Organization, so all this help for farmers is and always will be FREE for lifetime. We at KPF will not demand a single rupee for all our services and assistance offered to farmers.
2. We KPF will be conducting seminars, training sessions, gram sabha and etc for every single village, taluka, district, state in India.
3. We KPF will help farmers to find new markets and local market places.
4. We KPF will assure genuine Buyer for farm finished products and take it payment responsibilities.
5. We KPF has FIXED RATE ASSURURITY plans, which will ensure farmer to a fixed rate in spite of any condition of market.
6. We KPF work for farmers to get all government subsidies, loans and etc.. at it best turnaround time.
7. We KPF are educating farmers about technology, chemical, pesticide, fertilizers, latest equipments, farming related business, animal husbandry and many more..