

Date: 26 February 2026

Press Note (2nd Day) Pusa Krishi Vigyan Mela-2026

The three-day Pusa Krishi Vigyan Mela (PKVM)-2026, being held from 25-27 February 2026 at ICAR-Indian Agricultural Research Institute (IARI), New Delhi, under the theme "Vikshit Krishi - Aatm Nirbhar Bharat," witnessed enthusiastic participation on its second day from farmers, agri-entrepreneurs, scientists, policymakers, FPO representatives, and agri-startups.

As per Dr Ch Srinivasa Rao, Director, ICAR-IARI, the day featured high-level technical sessions on crop diversification, digital agriculture, FPO-startup linkages, and agricultural marketing & export, focusing on strategies to enhance farmers' income and promote self-reliant agriculture.

Dr. Rao, stated that the Mela provides a strong platform for farmer-scientist interaction and technology dissemination, with participation of over one lakh stakeholders.

The Joint Director (Extension) of the institute Dr. R. N. Padaria, highlighted its crucial role in strengthening research extension farmer linkages and accelerating the adoption of innovative technologies at the grassroots level.

The Session on Crop Diversification & Protection was chaired by Dr. D.K. Yadav, DDG (Crop Science), ICAR, with Dr. C. Viswanathan, Joint Director (Research), ICAR-IARI, as Co-Chairman. The Experts from the Divisions of Genetics, Vegetable Science, Horticulture, Agronomy, and Plant Pathology deliberated on climate-resilient varieties, crop diversification strategies, integrated pest and disease management, and recent advances in genetic improvement and crop protection technologies. The Chairman emphasized the promotion of climate-resilient crop varieties and technologies, judicious and minimal use of insecticides and pesticides for ensuring safe health, adoption of biofortified crop varieties, Integrated Farming System (IFS) models, and value addition as key pathways for enhancing productivity, profitability, and sustainability under changing climatic conditions.

Session on Digital Agriculture was chaired by Dr. A.K. Nayak, DDG (NRM), ICAR, with Dr. Anil Rai, ADG (ICT), ICAR, as Co-Chairman. Experts from ICAR, IIT Ropar, IWMI, geospatial laboratories, agri-tech industries, and digital platforms deliberated on emerging technological advancements in agriculture. Discussions focused on the application of artificial intelligence, GIS, remote sensing, and geospatial tools in precision farming; digital advisory systems for real-time crop management; ICT-enabled climate-smart agriculture; and the expanding role of carbon markets and digital marketplaces in farmer empowerment. The Chairman highlighted the need to strengthen digital infrastructure at the grassroots level, promote data-driven decision-making in natural resource management, ensure capacity building of farmers and extension functionaries in digital tools, and enhance convergence between research institutions, start-ups, and private platforms to accelerate inclusive and sustainable digital transformation in agriculture.

Session on FPO–Startup Linkage was chaired by Dr. V.V. Sadamate, Former Advisor to the Planning Commission, with Dr. Jai Prakash Dabas, Former Incharge, CATAT, IARI, as Co-Chairman. The session brought together entrepreneurs, FPO leaders, and industry representatives who shared successful collaboration models between Farmer Producer Organizations (FPOs) and agri-startups. Discussions centered on strengthening value chains through aggregation, enhancing farmers’ access to markets, credit, and advanced technologies, building managerial and entrepreneurial capacities of FPOs, and promoting sustainable rural business ecosystems. The Chair emphasized that strategic convergence between FPOs and startups is crucial for scaling innovations, improving market competitiveness, increasing farmers’ income, and generating employment opportunities in rural areas.

Session on Agricultural Marketing and Export was chaired by Dr. Smita Sirohi, National Professor, NIAP, with Shri Sunil Kumar Singh, Former Additional Managing Director, NAFED, as Co-Chairman. The deliberations focused on emerging opportunities and strategic approaches for strengthening agricultural marketing and export promotion. Key discussions emphasized the need to enhance market intelligence systems, encourage export-oriented production with strict quality standards, strengthen the role of APEDA and organized supply chains, and promote branding, traceability, and value addition. The Chair highlighted that maintaining global quality benchmarks, fostering aggregation models, and developing efficient export facilitation mechanisms are essential to improve farmers’ returns and position Indian agriculture competitively in international markets.

Throughout the day, large numbers of farmers actively interacted with scientists, visited technology demonstration stalls, participated in live demonstrations, and sought solutions to field-level challenges. The exhibition area showcased advanced farm machinery, improved crop varieties, protected cultivation technologies, digital innovations, and value-added products. The Pusa Krishi Vigyan Mela–2026 continues to serve as a vibrant platform for farmer–scientist interaction, technology dissemination, policy dialogue, and promotion of modern agricultural practices, contributing significantly toward the realization of “Vikshit Krishi – Aatm Nirbhar Bharat.”