

## Report on Mahila Kisan Diwas Celebration at ICAR-Directorate of Floricultural Research, Pune, as Part of National Campaign under Azadi Ka Amrit Mahotsav

ICAR-Directorate of Floricultural Research, under the aegis of Indian Council of Agricultural Research successfully celebrated the Mahila Kisan Diwas (International Rural Women’s Day) in its true spirit and exuberance on 18<sup>th</sup> October 2021 in virtual mode by organizing a webinar with the theme “Equity and Women Empowerment”. Experts on various aspects of equity and empowerment of Women in Agriculture like Entrepreneurship, Occupational Hazards, Nutrition and ICT in Gender development delivered lectures. Dr. K.V. Prasad, Director ICAR-DFR welcomed the speakers and participants to the program and gave introductory remarks the Institutionalization of gender sensitive value chain. Dr. Lipi Das, Principal Scientist, ICAR-Central Institute for Women in Agriculture delivered an elaborate lecture on “Gender mainstreaming: A strategic approach for achieving gender equality and empowerment”. Where, she gave an overall picture about the issues of women in agriculture and mitigation strategies. She stressed on the need for bringing out equality before equity so that the women are empowered to reach the same platform as men in agriculture sector. Dr. Rashmi Singh, Principal Scientist (Agril. Extension), ICAR-IARI, New Delhi deliberated on “Entrepreneurship in agriculture: Developing floripreneurs” where she stressed the importance of entrepreneurship in empowering rural woman. The various steps in developing an entrepreneur and the strategies for maintaining the entrepreneurship was explained in detail by her. Dr. Pratibha Joshi, CATAT, IARI spoke on “Drudgery reduction of farm women: Hazard analysis and mitigation strategies”. Dr. Sangita, V, Scientist, ICAR-IARI, New Delhi discussed the importance of nutrition in empowerment of women in Agriculture. Dr. Girijesh Singh Mahra from IARI New Delhi gave a lecture of “Role of ICTs in Strengthening Agriculture and Gender Empowerment”. More than 40 participants got benefitted from the program. The program ended successfully with fruitful discussions and deliberations on the need of equality, equity and empowerment through entrepreneurship for making the women in Agriculture “Atmanirbhar”.

### Information on celebration of events on Mahila Kisan Diwas in Tabular Format

Name of State	No. of Institutes/ AUs organized the programme	Seminars organized		Training prog./Gosthis organized		Exhibitions organized		Total	
		No. of activities	No. of participants	No. of activities	No. of participants	No. of activities	No. of participants	No. of activities	No. of participants
Maharashtra	ICAR-DFR, Pune	Webinar with theme “Equity and Empowerment”	41	-	-	-	-	1	41

## Flyer of the event



भाकृअनुप - पुष्पविज्ञान अनुसन्धान निदेशालय, पुणे  
ICAR-Directorate of Floricultural Research, Pune  
कृषी महाविद्यालय परिसर, शिवाजीनगर, पुणे-४११ ००५  
College of Agriculture Campus, Shivajinagar, Pune-411005



# महिला किसान दिवस Mahila Kisan Diwas

15<sup>th</sup> October 2021

ICAR-DFR is celebrating the Mahila Kisan Diwas (International Rural Women's Day) in its true spirit and exuberance on **18<sup>th</sup> October 2021** in virtual mode.

With the theme “ **Equity and Empowerment**”

Experts will be speaking on various aspects of equity and empowerment of Women in Agriculture – Like Entrepreneurship, Occupational Hazards, Nutrition and ICT in Gender development. .

All are requested to share the link of the event, so that many are benefitted.

Join Zoom Meeting

<https://us02web.zoom.us/j/87911518636?pwd=ZWpCSjNvSU9aVlRVQXZ5NjJreXNYUT09>

Meeting ID: 879 1151 8636 Passcode: 096133

Time: 11.00 am to 2.00pm

## Programme Schedule

Time	Program
11.00-11.05 am	Welcome
11.05-11.15 am	Introductory Remarks By Dr. K.V. Prasad, Director, ICAR-DFR, Pune
11.15-11.45 am	<b>Gender mainstreaming: A strategic approach for achieving gender equality and empowerment</b> Dr. Lipi Das, Principal Scientist (Agril. Extension), ICAR-CIWA, Bhubaneswar
11.45-12.15 pm	<b>”Entrepreneurship in agriculture: Developing floripreneurs”</b> Dr. Rashmi Singh, Principal Scientist (Agril. Extension), ICAR-IARI, New Delhi
12.15-12.45 pm	<b>“Drudgery reduction of farm women: Hazard analysis and mitigation strategies”</b> Dr. Pratibha Joshi, CATAT ICAR-IARI, New Delhi
12.45-1.15 pm	<b>“Nutrition and Empowerment”</b> Dr. Sangita V., Scientist ICAR-IARI, New Delhi

1.15-1.45 pm	<b>“Role of ICTs in Strengthening Agriculture and Gender Empowerment”</b> Dr. Girijesh Singh Mahra ,Scientist (Agril. Extension), ICAR-IARI, New Delhi
1.45-1.55 pm	Concluding Remarks by Dr. K.V. Prasad, Director, ICAR-DFR, Pune
1.55-2.00 pm	Vote of thanks

## Photographs of the Program

The image shows a Zoom meeting interface. At the top, a grid of 25 participants is visible, each with a video thumbnail and name. The names include Dr. Girijesh Singh Mahra, Prabha K. ICAR-DFR, Pune, K.V. Prasad Director, ICAR-DFR, Sanjay V Kad, Floriculturist,MPKV, Dr.Mo..., Shilpa Shree KG ICAR-DFR, Dr. Nitika Gupta, ICAR-DFR, Dr Lipi Das, Mahadev Walke, ICAR-DFR, Dr Pritam Jadhav, ICAR-DFR, V S Raju Dantuluri, Shalini Jhanji, DFR T N Saha, V S Raju Dantuluri, Shalini Jhanji, Rashmi Singh, Ganesh Kadam ICAR-DFR, Dr. Pratibha Joshi, Deepak Verma, ICAR-DFR, Narendra-DFR, Poornima, G1, Pune, Dr. Sunil Lohate, Simmy A M, Manjusha Srivastava, Girish K S, and Rahul Yadav.

The main content area shows a slide titled "Country Status on Women Involvement in Agriculture". The slide includes an illustration of a woman with multiple arms performing various agricultural tasks. The text on the slide is as follows:

- **Agriculture-Prime source of women's livelihood (80%-National)** (33% of the agriculture labor force and 48% of the self-employed farmers)
- **Women- Backbone of Agricultural work force (43% Global)**
- **Women- Major producers of food**
  - ❖ **Lag behind men in ownership of land and access to income from land (FAO, 2011)**
- **Women ownership of land-**
  - **More than 70% of rural women workers are engaged in agricultural work,**
  - **In contrast to their high participation, women own 12.8% of landholdings.**

**Globally, women receive only 5% Extension Services (FAO,2012)**

- **Only 15% of the world's extension agents are women**
- **Only 10% of total aid for agriculture, forestry and fishing goes to women**

At the bottom of the screen, the Zoom meeting controls are visible, including Unmute, Stop Video, Security, Participants (40), Chat, Share Screen, Record, Reactions, More, and End.