

# **1. Vision, Mission, Goals & Objectives**

## **Vision:**

- Promote Commercial Crops viz., Cotton, Jute & Sugarcane to ensure adequate domestic supply for user industry and make available surplus production for export by increasing productivity & quality.

## **Mission:**

- Sustainable & Integrated approach in production & development of Cotton, Jute & Sugarcane
- Transfer of latest technologies to Cotton, Jute & Sugarcane farmers
- Enhancing productivity & income of Cotton, Jute & Sugarcane farmers
- Escaping adversaries by adopting cropping system approach
- Better coordination & supplementing the efforts of State Government/ICAR in farmers welfare

## **Goals:**

- To bridge the gap in productivity levels of cotton & jute in rainfed areas and higher productivity of sugarcane
- Assessing & encouraging farmers to adopt new technologies
- Supplementing the income of farmers by adopting cropping system approach
- Creation of indirect employment opportunities and livelihood improvement in rural areas

## **Objectives:**

- Implementation & monitoring of NFSM-Commercial Crops (Cotton, Jute & Sugarcane)
- To utilize inter-row space of commercial crops by growing intercrops
- To generate higher net return and cultivable land utilization index as compared to mono cropping
- Dissemination of the modern technologies suitable for location specific situation through SDA/ICAR institutes/SAU/KVKs/etc
- Effective surveillance, monitoring & management of pests & diseases
- Capacity building of extension workers and farmers