

# 1. VISION, MISSION, GOALS & OBJECTIVES

## **Vision:**

- To promote crop diversification in mono cropped areas to sustain natural resources like soil, water & soil fertility
- Enhancing agricultural productivity & farmer's incomes and bridge the yield gap
- Diversification of tobacco farming to provide remunerative alternate crops/cropping system

## **Mission:**

- To achieve tangible impact of crop diversification in Punjab, Haryana & Western Uttar Pradesh
- Transfer of latest technologies to farmers & effective utilization of agricultural extension machinery and capacity building
- Escaping adversaries by adopting cropping system approach
- Create awareness among farmers for diversion of paddy area to alternate crops.
- Better co-ordination within Crops Division and supplementing the efforts of State Government for farmers welfare

## **Goals:**

- To bridge the gap in productivity levels
- Assessing & encouraging farmers to adopt new technologies/ cropping pattern
- Maintaining sustainability with profitability
- To encourage tobacco growing farmers to shift to alternate crops/cropping system

## **Objectives:**

- Implementation & monitoring of Crop Diversification Programme (CDP)
- To demonstrate and promote improved production technologies of alternate crops to divert the area of water guzzling paddy for tackling the problem of declining of soil fertility and depleting water table in Original Green Revolution States viz. Punjab, Haryana & western Uttar Pradesh.
- Capacity building of farmer by providing new farm machinery, on farm development and trainings
- Organization of Demonstrations on the production technologies and dissemination of the modern technologies suitable for location specific situation.
- To diversify the tobacco farming with alternate crops/cropping system