

Mithun Mahotsav and Agri-Business Summit held in Phek for Viksit Bharat 2047

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The Mithun Mahotsav and Agri-Business Summit for Viksit Bharat 2047 was organized on June 26 at Porba village in Phek District by ICAR-Krishi Vigyan Kendra (KVK), Phek, and ICAR-National Research Centre on Mithun (NRCM), Porba. The event brought together key stakeholders from the agricultural and animal husbandry sectors to explore strategies for sustainable development, rural entrepreneurship, and the economic potential of Mithun rearing.

Nagaland's Advisor for Agriculture, Mhathung Yanthan, inaugurated the exhibition stalls in the presence of MLA Dr. Neisatuo Mero. Addressing the gathering, Yanthan underscored the enduring relevance of traditional agricultural practices. "Traditional methods of agriculture—deeply rooted in the culture and heritage of Nagaland—have sustained generations of farmers and continue to hold relevance, especially in maintaining ecological balance and promoting sustainable practices."

While valuing indigenous knowledge, he also stressed the importance of adopting innovations to boost farm efficiency. "He also highlighted the need to complement these time-tested methods with modern tools and techniques to enhance productivity and reduce manual labour." Yanthan pointed to Mithun, Nagaland's state animal, as an underutilized asset. "He encouraged farmers and entrepreneurs to explore value addition and commercialization of Mithun meat products, which are rich in nutrition and have strong cultural acceptance."

He further emphasized youth engagement and entrepreneurship in agriculture. "He remarked that agriculture is no longer merely a means of subsistence but holds the potential to become a profitable venture if approached with innovation, business acumen, and proper institutional support." He urged government bodies, KVKs, and

ICAR institutions to "strengthen training and handholding programmes to build a new generation of agripreneurs in the region."

MLA Dr. Neisatuo Mero stressed that production alone cannot transform agriculture. "For India to truly empower its farmers and achieve long-term agricultural sustainability, there must be a strong focus on both production and marketing systems." He added, "Increasing agricultural output alone is not sufficient unless supported by effective market linkages that ensure fair prices and consistent demand for farmers' produce." He also called for a societal mindset shift, saying, "In the context of the Government of India's vision for Viksit Bharat @2047, Dr. Mero urged citizens to shift their mindset from individual aspirations to collective societal progress."

Key experts echoed these views. Dr. Girish Patil S. highlighted value addition in the meat sector to enhance farmer income. Sanuzo Nienu emphasized national food self-sufficiency by 2047. Dr. B.M. Sunep Imchen advocated for better Mithun management and encouraged rearing of Tho Tho cattle to enhance biodiversity. Dr. Kishore K. Baruah discussed semi-intensive rearing and entrepreneurship start-ups. Dr. C. Chattopadhyay recommended natural farming practices and stronger market linkages. Agriculture Production Commissioner Wezope Kenye urged farmers to adopt modern technologies and engage in government initiatives.

Dr. Sanjeev Kumar Singh presented KVK Phek's achievements. A technical session was held in the afternoon, featuring an online lecture by Shiv Anjan Dalmia, who emphasized harvesting standards and marketing techniques, especially for kiwi fruits.

Over 400 farmers from Phek and Meluri participated. Agricultural inputs were distributed to all attendees. The program was coordinated by Dr. Hannah K. Asangla and concluded with a vote of thanks by Dr. Esther T. Longkumer.