



ସୂଚନା ଓ ଲୋକ ସଂପର୍କ ବିଭାଗ
Information & Public Relations Department
Government of Odisha, Bhubaneswar-751001
Phone : (91-674) 2536736 /2390818 (Fax)
e-mail : iprsec.or@nic.in

News ID-IPR/FARD(Eng)/200/12-02-2024

Matsya-Pranee Samavesh Odisha (MPSO-2024)

It will educate farmers on modern technology for enhancement of production & productivity in fisheries & animal husbandry sector.

: Minister Sri Swain

Bhubaneswar, 12/02/2024:

A significant number of people in rural Odisha depend on fisheries & animal husbandry for livelihood and income generation. Fisheries and Animal Resources Development sector acts as a key player in multiplying farmers' income in the state. The State Government has identified this sector as the next level of growth for farmers, WSHGs and entrepreneurs through enhanced production & productivity.

As a measure of educating farmers on enhanced production & productivity through adoption of modern technology in fisheries & animal husbandry sector, Fisheries & Animal Resources Development Department is organizing state level 'Matsya-Pranee Samavesh Odisha (MPSO-2024)' for the first time in Odisha, said Sri Ranendra Pratap Swain, Minister, Agriculture & Farmers' Empowerment, Fisheries and ARD. Addressing a press conference at Krushi Bhawan Auditorium Minister Sri Swain said that the Samavesh with the theme 'Multiplying Farmers' Income through Fisheries & Animal Husbandry' shall be held for three days from 16th to 18th February 2024 at Janata Maidan, Bhubaneswar. F&ARD Department has successfully organized district level Matsya O Pranisampad Mela in all districts of the state and people's enthusiasm in witnessing scientific farming practices prompted the State Government to organize the Samavesh at State level. Minister Sri Swain released Logo, Mascot, Theme and Theme song of MPSO-2024.

More than 6000 farmers, entrepreneurs & WSHG members @ 20 from each block of the state shall attend the Samavesh in different days. Around 200 farmers and entrepreneurs shall be awarded as Champions for their exemplary achievements in fish & livestock farming. Best Officers of Fisheries and ARD sector will also be felicitated for their contribution in development of the sector.

Around 2400 lead farmers/entrepreneurs/WSHG members shall take part in 12 interactive panel discussions on fisheries, ARD and agriculture. Learned Panelists from across the country and some overseas panelists will deliberate on different topics of importance viz. enhancing farmers' income through dairy development & value addition, small animal sector in multiplying farmers' income, Bio-floc & cage culture fish farming for entrepreneurship development etc.

There will be a programme 'Ask the Minister' where the farmers coming from across the state shall ask questions to the Hon'ble Minister, A&FE and F&ARD to answer.

More than 100 exhibitors from across the country involving various companies, NGOs, national level institutions, state government departments & directorates, cooperatives will display modern technology in fisheries, ARD & agriculture sector inside 4 hangars with around 400 stalls. Live animal & fish demonstration will be made in 2 open hangars with display of bio-floc technology, cage culture fish farming, high yielding cross-bred cows, sex sorted semen calves, environmentally controlled poultry houses etc.

Exhibitions in open space of the Samavesh will draw much attraction of the visitors with Yuvraj Buffalo Bull, LED Tunnel, Virtual Reality Farm Tour & Dog Show. The Buffalo Bull Yuvraj of Haryana belongs to Murrah breed of buffalo and it will create awareness among dairy farmers of Odisha to go for breeding with Murrah for enhanced productivity.

Cultural programmes will be organized on each evening of the Samavesh involving folk & classical music and dance viz. Sambalpuri, Dhemsa, Odishi, Ruku Suna & group etc. A Walkathon shall be organized on 16th February 2024 at 6 AM on the inaugural day of the Samavesh.

To make MPSO-2024 more eventful and creating impact on young minds regarding the theme of the Samavesh, eloquence & quiz competitions are being organised among veterinary, fisheries and management college/polytechnic students. The best students of these competitions shall be awarded in the Samavesh.

Sri Suresh Kumar Vashishth, Principal Secretary, Fisheries and ARD Deptt., Sri Ramashis Hazra, Director, AH&VS, Mahammad Sadique Alam, Director, Fisheries, Sri Bimalendu Ray, MD, OMFED and other senior officers were present in the Press Meet.

Tapas Kumar Saha
Information Officer