

ICAR-IISS Bhopal signed MoU with ITC Limited for Outreach in Agro-Advisories on Soil Health Management

ICAR-Indian Institute of Soil Science (IISS), Bhopal inked the Memorandum of Understanding with the ITC Ltd-Agribusiness Division today. The MoU is meant for a collaboration for promotion of customized agro advisories and mass awareness to stakeholders including farmers in Soil Health management in accordance with the guidelines of ICAR.

Dr. Ashok K. Patra, Director, ICAR-IISS, Bhopal and Sh Rahul Gouraha, Vice President, ITC Ltd-Agribusiness Division signed the Memorandum on 21st July 2022. With the MoU, the ICAR-IISS, Bhopal and ITC Ltd have agreed for collaborative programmes in the fields of participatory outreach programs by giving customized nutrition advisories to farmers to improve soil health for national interest. ICAR-IISS and ITC Ltd have also agreed for mutually recognizing the faculty of both the Institutes for the training and extension purposes, wherein, the farmers can benefit from the outreach activities. Speaking on the occasion, Dr. Patra expressed the confidence that the MoU will help both the organizations to address the emerging issues in agro-advisories including Soil health management and will assist in challenging task of doubling the farmers' income. The MOU shall initially be valid for a period of three years and extendable with mutual consent. Dr. R. Elanchezhian I/c PME Cell of ICAR-IISS, Bhopal and Sh. Rakesh Mohan Rawat of Manager Agri. Services (MP & Maharashtra) ITC Ltd were identified as Nodal Officers for coordinating with the organizations to develop the work plan for the outreach activities. Dr Pradip Dey, PC STCR, Dr MK Mulani, SFAO, ICAR-IISS, Bhopal, Sh. Pramod Upadhyay Branch Manager (MP) Sh. Kapil Malviya, Operations Manager (MP), and other senior officials of both the organizations graced the occasion.


