



## Enhancing Awareness about Government Agricultural Schemes among Farmers in Raipur District

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India is a farming-based country where agriculture not only supports the economy but also shapes the lives of millions. To support this vital sector, the Government of India has introduced several agricultural schemes over the years. These schemes aim to improve farm productivity, ensure income stability, provide crop insurance, encourage sustainable farming, and offer access to markets. However, one of the biggest challenges in their success is that many farmers remain unaware of such schemes or are unable to access them due to procedural complexities and a lack of information.

A recent project under the National Service Scheme (NSS), titled “*Enhancing Awareness about Government Agricultural Schemes among the Farmers of Raipur District*”, shed light on this issue. It focused on how information dissemination and youth engagement can significantly help bridge the gap between farmers and policy benefits.

### Why Awareness is Important

Even the best government scheme is ineffective if the intended beneficiaries are not aware of it. Awareness is the first and most essential step in the implementation process. Without knowledge of the scheme's objectives, eligibility, and application process, farmers miss out on valuable financial and technical support.

In Raipur and similar regions, low literacy, limited access to internet or smartphones, complex documentation, and a lack of extension services have created barriers to scheme access. Many farmers still depend on word-of-mouth information, which is often incomplete or misleading.

### Major Government Agricultural Schemes

Several central and state-level schemes are currently in operation to uplift farmers:

- **PM-KISAN:** Provides ₹6,000/year in three installments to landholding farmers as direct income support.
- **Pradhan Mantri Fasal Bima Yojana (PMFBY):** Offers insurance against crop losses due to natural calamities.
- **Kisan Credit Card (KCC):** Provides easy access to short-term credit at low interest rates.
- **Soil Health Card Scheme:** Recommends balanced use of fertilizers based on soil testing.
- **e-NAM (National Agriculture Market):** An online trading platform for transparent price discovery.
- **Godhan Nyay Yojana (Chhattisgarh):** Buys cow dung from farmers to promote organic farming.
- **Rajiv Gandhi Kisan Nyay Yojana (Chhattisgarh):** Provides input assistance based on acreage.
- **Jivik Kheti Mission:** Encourages traditional and organic farming in tribal and remote areas.

## Role of NSS and Youth in Awareness Building

In the project conducted in Raipur district, student volunteers from NSS organized awareness rallies, distributed pamphlets, and personally interacted with farmers. They helped them understand available schemes and even assisted in form-filling. The impact was significant. Farmers responded positively when information was shared in simple language, face-to-face, and with patience. Female farmers, who are often left out of formal awareness programs, were also actively engaged during these drives. Such initiatives show that involving educated youth in extension work can be a game changer. It builds trust, reduces the communication gap, and empowers both students and farmers.

## Challenges Faced by Farmers

Some key issues that prevent farmers from availing the benefits of schemes include:

- Lack of awareness or misinformation.
- Difficulty in understanding complex application procedures.
- Unavailability of supporting documents like land records.
- Language barriers, especially when information is only in Hindi or English.
- Limited internet access in rural areas.
- Distrust due to past experiences of delays or corruption.

## Recommendations to Improve Awareness

To improve awareness and ensure better implementation of agricultural schemes, the following steps are recommended:

1. **Use of Local Language Materials:** Pamphlets, posters, and audio messages should be made in regional languages.
2. **In-Person Interaction:** Village meetings and door-to-door campaigns are more effective than digital-only efforts.
3. **Simplified Procedures:** Application forms should be simplified with minimal documentation.
4. **Digital Help Desks:** Rural digital kiosks or mobile vans can help in registration and query resolution.
5. **Involvement of Local Institutions:** Panchayats, self-help groups, and cooperatives should play an active role.
6. **Training for Farmers and Officials:** Regular workshops on new schemes and application procedures.
7. **Feedback and Monitoring:** Regular collection of farmer feedback and prompt resolution of grievances.

## Conclusion

Agricultural schemes are essential tools for improving the livelihoods of Indian farmers. However, their success depends not just on design but on delivery. The project undertaken in Raipur under NSS highlights how local efforts can make a big difference. By increasing awareness, simplifying communication, and involving the youth, we can ensure that more farmers benefit from the schemes designed for them. Ultimately, empowered farmers lead to a stronger agricultural economy, ensuring food security and rural development for the nation.