

TREND ALERT: 12 Years of Kisan Samriddhi

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Under Prime Minister Narendra Modi, India's agriculture has undergone a complete structural overhaul driven by the vision of Kisan Kalyan.

By ensuring holistic empowerment, Beej se Bazar tak, the government has placed the Annadata at the absolute centre of the nation's economic engine. Traditional bottlenecks have been replaced by guaranteed, direct income support, giving farmers the financial dignity to reinvest in their land immediately. Streamlining supply chains through digital e-marketplaces, expanding climate-resilient crop varieties, and leveraging advanced scientific data have created a self-reliant, globally competitive generation of farmers.

Supply chains have been streamlined across the nation via digital e-marketplaces like e-NAM, while advanced scientific tools, including Soil Health Cards and climate-resilient crop varieties, have maximised yields. Backed by robust risk-mitigation ecosystems like PMFBY and the PM Matsya Sampada Yojana, this rapid evolution proves that the journey toward Viksit Bharat is being actively written by a self-reliant, globally competitive generation of Indian farmers

Let us highlight these milestones with #12YearsOfKisanSamriddhi and spread awareness about India's journey towards inclusion, dignity and empowerment over the past 12 years.

Please find below the link to access tweets, graphics and videos here:

https://drive.google.com/drive/folders/1EsLpJFCm2EkYUf_VpYiRc8SmzPeALEEu?usp=sharing