



## Kshyamata App launch



## Tree plantation program

14th July '23

In view of global warming and climate change recently a tree plantation programme was organized at the premises of Directorate of Agriculture at Khanapara today under the supervision of Hon'ble Chief Minister of Assam Dr. Himanta Biswa Sarma And Hon'ble Agriculture Minister Shri Atul Bora Badia.



**"The will to win, the desire to succeed, the urge to reach your full potential... these are the keys that will unlock the door to personal excellence."**

**Akashdeep, IAS  
State Project Director,  
ARIAS Society**

## State Govt. has taken initiatives towards introducing a top-up subsidy to MICRO-IRRIGATION component under Pradhan Mantri Krishi Sinchayee Yojana-Per Drop More Crop (PMKSY-PDMC) scheme of Govt. of India.

**Micro-Irrigation** is a modern method of irrigation by which water is irrigated through drippers, sprinklers, foggers and by other emitters on the surface or subsurface of the land where sprinkler irrigation and drip irrigation are commonly used.

In order to address liabilities accumulated between 2018-19 and 2022-23, an additional 30% top-up subsidy of Rs 4984.626 to be provided from CMSGUY or any other schemes. A

continuous provision of a 30% top-up subsidy is required for PMKSY and other applicable schemes such as CMSGUY, as long as these schemes remain active. The initial estimate for three years, commencing from 2023-24 to 2025-26 and totaling Rs. 13852.81 Lakh. As the scheme failed to attract the Small & Marginal farmers in the initial years due to high cost of the Micro Irrigation Systems, Govt. of Assam decided to provide additional 30% Top- Up subsidy

from CMSGUY scheme under AAP-2018-19 has been introduced. Majority of the States ranging 35-45% for farmers to bring more area under Micro-irrigation. Hence, the assistance payable to the beneficiary under micro-irrigation scheme was 85 percent for small and marginal farmers.

This initiative will ensure "Har Khet Ko Paani" and end-to-end solutions in irrigation supply chain' -viz' water sources, distribution network and farm.

Follow us for more insight



More Information:

<http://arias.in/kshyamata.php>

# ENTREPRENEUR'S COLUMN

July, 2023

## Shanalambi Devi, Cachar district, Assam

In the year 2018, Shanalambi Devi from Cachar began integrated organic farming in her inherited 12 bighas of land. Initially she began cultivation with a couple of variety of paddy but now she produces 10 varieties of paddy in a year. Also in the adjacent area by the river Sunai she grows seasonal vegetables and also does fish farming. She was able to sell 150 quintals of rice to FCI at MSP last year. She also has a dairy farm with 7 milching cows.

She has been able to scale up her business with the support of Kshyamata team at Cachar. In order to expand her farm as also venture into processing and value addition of vegetables she has been able to receive a PMFME loan with the support of Kshyamata team. She has also attended numerous training sessions arranged by our team. She expresses her gratitude to the Kshyamata team and says "I have been able to understand benefits of government schemes only after being associated with Kshyamata. I am very thankful for all the support that I have received so far".



## Chinmoy Patgiri, M/S SNP Foods & Beverages

Chinmoy Patgiri, an Engineering graduate wanted to go for self employment. After a thorough research he felt that edible oil has great potential and Assam has a rich stock of mustard. He finally made his mind to set up a mustard oil mill in his home town. He with the consultation with the Kshyamata team at Goalpara set up M/S SNP Foods & Beverages. The team also facilitated him in availing a PMFME Term loan of Rs.9.5 lakhs only. Also the team helped him in procuring modern technology based machineries from Hyderabad and Ahmedabad. His products are now market ready and are waiting to be launched soon.



# Scheme Focus



**Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) - Har Khet ko Pani by MoWR, RD & GR**

## Key Features



Creation of new water sources through Minor Irrigation (both surface and ground water)



Repair, restoration and renovation of water bodies; strengthening carrying capacity of traditional water sources, construction rain water harvesting structures (Jal Sanchay)



Command area development, strengthening and creation of distribution network from source to the farm

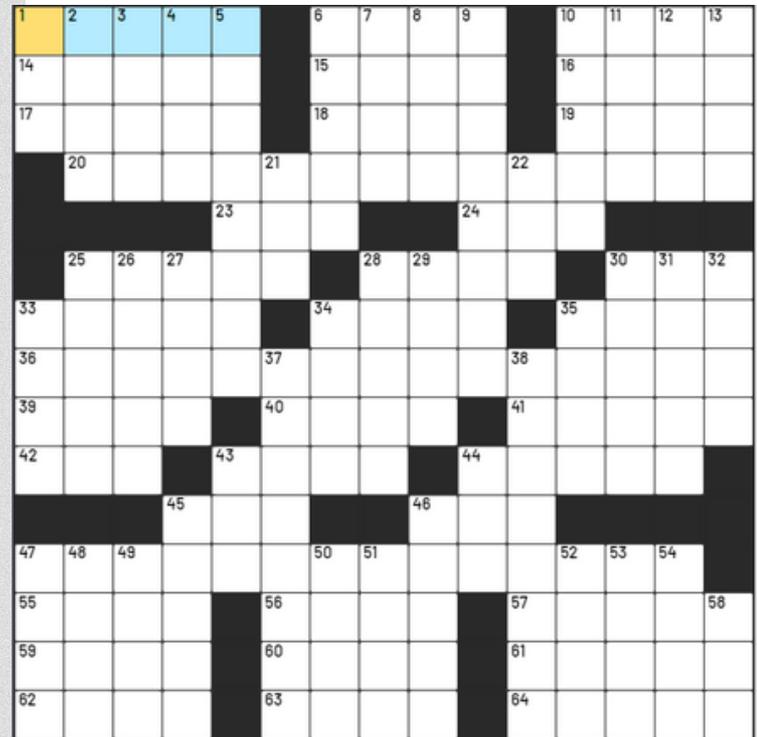


Creation and rejuvenation of traditional water storage systems

For more details: please visit <https://pmksy.gov.in/>

## ACROSS

- |                              |                                   |                                     |
|------------------------------|-----------------------------------|-------------------------------------|
| 1. Not quite right           | 28. Frog relative                 | 46. Boring routine                  |
| 6. Competent                 | 30. Boxing match ender, for short | 47. Fun person to be around         |
| 10. Find a new home          | 33. Defraud                       | 55. Aroma                           |
| 14. Italian salami city      | 34. Be a retailer in              | 56. Meadowlands                     |
| 15. Harness strap            | 35. Perform a tune                | 57. Eager to sleep                  |
| 16. Opera solo               | 36. Choice 44 Down                | 59. Fortune teller                  |
| 17. Chewy candy              | 39. "That's a shame!"             | 60. "This one's ___!" ("My treat!") |
| 18. Tenant's expense         | 40. Isn't truthful                | 61. Submit tax returns via the Net  |
| 19. Impolite look            | 41. Big brawl                     | 62. Not difficult                   |
| 20. Popular urbanite         | 42. Sample of soup                | 63. Attention-getting sound         |
| 23. "Immediately!"           | 43. Electrical line               | 64. Committed robbery               |
| 24. Hospital staffers: Abbr. | 44. Plumbing tubes                |                                     |
| 25. 35 Across romantically   | 45. Floor-cleaning implement      |                                     |



## DOWN

- |                             |                       |                                 |
|-----------------------------|-----------------------|---------------------------------|
| 1. FBI investigator         | 22. Conclusion        | 38. Acts just like              |
| 2. Vegetarian's no-no       | 25. ___ con carne     | 43. Wine and dine               |
| 3. Data, for short          | 26. Postgame summary  | 44. Baby dog                    |
| 4. Living-room seating      | 27. Trees with acorns | 45. "Festive" adjective for May |
| 5. Turns down               | 28. Childish giggle   | 46. Bowling-alley button        |
| 6. Cupid's weapon           | 29. Bullring cheers   | 47. Misplace                    |
| 7. Complaint, informally    | 30. Name of a book    | 48. Creative thought            |
| 8. Clothes-dryer fuzz       | 31. Leg joints        | 49. Opponents                   |
| 9. Hold spellbound          | 32. Fairy-tale meanie | 50. Change for a \$20 bill      |
| 10. Ice-cream parlor drinks | 33. IRS-form experts  | 51. Bad actors                  |
| 11. Black-and-white cookie  | 34. Mix with a spoon  | 52. Difference of opinion       |
| 12. Scenic vista            | 35. Staircase part    | 53. Three-person band           |
| 13. Deserve to receive      | 37. Beach sandal      | 54. Holler                      |
| 21. Heavy weight            |                       | 58. Letter after cee            |

A large calendar on the wall marking July 2023, what most caught my attention, however, was the thought that since last three months we have been getting hold of so many success stories but unable to cover all and having said that we have again selected 2 of the similar exciting covers for your beneficial reading namely - **Shanalambi Devi** and **Chinmoy Patgiri** who chose to follow their dreams.

In a world that constantly urges us to compare ourselves with others, it is essential to remember that each one of us walks a different path. Our journey is uniquely ours, shaped by our experiences, passions, and dreams. In this edition, we celebrate the spirit of individuality and delve into stories that inspire us to compete not with others, but with ourselves.

Our cover stories, exemplifies the beauty of self-competition, sharing how they found the fulfilment by measuring her progress against her own goals rather than comparing to others. Let us remind ourselves that our journey is our own and celebrate our individuality and find contentment in striving to be better versions of ourselves.

We hope you enjoy this issue as much as we enjoyed creating it for you and here's to embracing our uniqueness and celebrating the extraordinary within each one of us!

Do let us know if there are any topics you would want us to cover/include or if you have any queries. We would encourage any suggestions, things you love/hate, would love to hear from you irrespective. You can write us to [kshymata@arias.in](mailto:kshymata@arias.in).

Here's to an amazing month!



## Frontline Managers Conference - NE Region

Frontline Managers Conference in connection with National Strategy for Financial Inclusion 2.0 being organized by Reserve Bank of India (RBI) Guwahati on July 24, 2023 at Hotel Novotel.

Dr. Ashish Kumar Bhutani, IAS, Additional Chief Secretary, Department of Agriculture & APC, Govt of Assam delivered Special Address during the conference.

