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Constraints grappled with by rural communities during the implementation of Viksit Krishi Sankalp Abhiyan 2025 in Udham Singh Nagar District

ARPITA SHARMA KANDPAL^{1*}, B. D. SINGH², AJAY PRABHAKAR³, SWATI⁴ and MEENA AGNIHOTRI⁵

¹Department of Agricultural Communication, ⁴Department of Genetics and Plant Breeding, ⁵Department of Entomology, College of Agriculture, ²Directorate of Extension Education, ³K.V.K, Kashipur, G. B. Pant University of Agriculture and Technology, Pantnagar-263145 (U. S. Nagar, Uttarakhand)

*Corresponding author's email id: sharmaarpita615@gmail.com

ABSTRACT: The Viksit Krishi Sankalp Abhiyan 2025 was launched to empower rural communities through improved agricultural practices, training, and value addition. The campaign, implemented in 60 villages of Udham Singh Nagar district, aimed at enhancing productivity, income, and self-reliance among farmers. While the campaign achieved notable outreach and awareness, several constraints emerged during its execution. This paper investigates the major constraints reported by rural people, based on responses from 1000 participants. Key challenges identified include lack of awareness about improved practices (43%), high input costs (39%), limited irrigation facilities (35%), poor market access (30%), and low digital literacy (25%). The findings highlight the urgent need for targeted interventions in information dissemination, infrastructure development, and digital inclusion to realize the full potential of such rural development initiatives.

Key words: Constraints, rural communities, Viksit, Krishi Sankalp

Agriculture plays a pivotal role in India's socio-economic development, employing more than half of the nation's workforce and contributing significantly to food security and rural livelihoods (Sharma, 2021). Despite its critical importance, the sector continues to face multifaceted challenges including low productivity, fragmented landholdings, climate vulnerability, inadequate access to institutional credit, and limited penetration of technology among small and marginal farmers (Chand *et al.*, 2015; BIRTHAL *et al.*, 2015). These structural limitations hinder the ability of rural communities to sustainably enhance income and quality of life.

In an effort to address these persistent issues, the Government of India launched the Viksit Krishi Sankalp Abhiyan 2025, a nationwide initiative aimed at transforming rural agriculture through innovation, integration, and empowerment. The campaign focused on promoting climate-resilient farming practices, value addition in agricultural and allied sectors, efficient use of natural resources, digital agri-solutions, and entrepreneurship development among

rural youth and women. It was envisioned as part of a broader national strategy to realize the goals of Doubling Farmers' Income (Kumar *et al.*, 2025) and the vision of Atmanirbhar Bharat (Self-Reliant India).

The Abhiyan was designed to be participatory and knowledge-intensive, seeking to bridge the gap between research institutions and farmers through capacity building, technology demonstrations, awareness generation, and strengthening of community-based organizations. Key components of the campaign included dissemination of improved crop varieties, integrated pest and nutrient management, water conservation, organic farming, digital literacy, and exposure to government schemes and mobile-based advisory platforms.

While the campaign had national-level objectives and outreach, the success of such initiatives heavily depends on how they interact with local realities on the ground. Rural India is diverse and uneven in terms of access to infrastructure, education, financial ser-

vices, and institutional support (Singh and Grover, 2013). In this context, it becomes essential to identify and analyze the specific constraints that hinder participation, adoption, and benefit realization among rural populations.

This study was undertaken to investigate the socio-economic characteristics of rural people and explore the key constraints faced by them as reported during the implementation of the *Viksit Krishi Sankalp Abhiyan 2025*. Drawing on empirical data from 1000 respondents across campaign villages, this research seeks to provide evidence-based insights for policymakers, extension workers, and development planners to strengthen the design and delivery of rural development interventions.

MATERIALS AND METHODS

Agriculture remains a critical driver of the Indian economy, especially in rural regions where the majority of the population depends on farming for livelihood. Recognizing the need for sustainable rural development, the Government of India initiated the *Viksit Krishi Sankalp Abhiyan 2025*, with a vision to promote innovation, improve farm productivity, and strengthen rural livelihoods. The campaign focused on key areas including the adoption of modern agricultural techniques, organic farming, pest management, water conservation, dairy value addition, and entrepreneurship promotion.

In Udham Singh Nagar district of Uttarakhand, the campaign was implemented across **60 villages**, reaching approximately **60,000 rural people**. A multidisciplinary team from G. B. Pant University of Agriculture and Technology led the field activities, engaging farmers, women, and rural youth through training sessions, demonstrations, and advisory services.

However, despite strong efforts, a number of constraints were encountered on the ground, limiting the effectiveness and reach of the initiative. These constraints, often rooted in socio-economic, infrastructural, and informational barriers, provide valuable insights into the ground realities of rural

development. This study aims to systematically identify and analyze the major constraints faced by rural communities based on responses from 1000 rural participants. The findings of this research can help in designing more inclusive and responsive development models for rural India.

RESULTS AND DISCUSSION

Socio-Economic Profile

- 1. Gender Distribution:** Majority of respondents were male (67%), indicating that men still play a dominant role in decision-making in agriculture, though 33% female participation reflects a growing involvement of women in rural livelihoods.
- 2. Age Profile:** Most respondents (51%) were in the 30–50 year age group, an economically active age bracket, with 18% youth (<30 years) participation. However, the 31% population above 50 suggests a generational gap in adopting new technologies.
- 3. Education Level:** Total 16% respondents were illiterate, while 38% had only secondary education. Limited higher education (21%) explains the low digital and technical literacy, affecting scheme awareness and app-based services.
- 4. Land Holding:** A large portion (42%) were marginal farmers, and only 25% had land holdings >2 ha. This explains difficulties in mechanization, diversification, and irrigation investments.
- 5. Occupational Distribution:** Agriculture remains the primary occupation (76%), followed by livestock (12%). Only 4% reported alternative livelihoods, indicating heavy dependency on farming.
- 6. Digital Access:** Total 62% had smartphones, but 38% still lacked access to digital tools — a major constraint in connecting with modern e-agri platforms and services.
- 7. Institutional Linkages:** Only 28% were members of SHGs/cooperatives, showing that collective action and group-based initiatives are still underutilized.

The responses of 1000 rural participants across 60 villages of Udham Singh Nagar were analyzed to

identify the major constraints faced during the implementation of the Viksit Krishi Sankalp Abhiyan 2025. The findings revealed a wide range of issues related to awareness, access, affordability, and institutional support. The detailed results are as follows:

- 1. Lack of Awareness about Improved Practices:** A significant proportion 43% of respondents reported limited knowledge of improved agricultural techniques, modern tools, and best practices. This indicates that despite outreach efforts, there exists a communication gap between institutions and farmers at the grassroots level.
- 2. High Cost of Agricultural Inputs:** Around 39% respondents highlighted the rising prices of seeds, fertilizers, and pesticides as a major con-

straint. This financial burden discourages small and marginal farmers from adopting improved technologies.

- 3. Poor Irrigation Facilities:** About 35% respondents reported inadequate access to assured irrigation. They remain dependent on unpredictable monsoon rainfall due to the lack of canals, tube wells, or micro-irrigation systems.
- 4. Limited Market Access and Dependence on Middlemen:** Nearly 30% participants expressed dissatisfaction with existing market systems, where they often sell produce to middlemen at low prices due to the absence of direct marketing infrastructure.
- 5. Small Land Holdings:** Approximately 27% respondents cited small and fragmented land hold-

Table 1: Socio-Economic Profile of Respondents (n = 1000)

S. No.	Variable	Category	Frequency (f)	Percentage (%)
1.	Gender	Male	670	67.0
		Female	330	33.0
2.	Age Group	Below 30 years	180	18.0
		30–50 years	510	51.0
		Above 50 years	310	31.0
3.	Education Level	Illiterate	160	16.0
		Primary (Class 1–5)	250	25.0
		Secondary (Class 6–10)	380	38.0
		Higher Secondary and above	210	21.0
4.	Land Holding Size	Marginal (<1 ha)	420	42.0
		Small (1–2 ha)	330	33.0
		Medium and Large (>2 ha)	250	25.0
5.	Primary Occupation	Agriculture	760	76.0
		Livestock	120	12.0
		Agri-labour/Casual Work	80	8.0
		Others (Business, etc.)	40	4.0
6.	Access to Smartphone	Yes	620	62.0
		No	380	38.0
7.	Membership in SHG/Cooperative	Yes	280	28.0
		No	720	72.0

Table 2: Constraints Faced by Rural People under Viksit Krishi Sankalp Abhiyan 2025 (n = 1000)

S. No.	Constraint Faced	Frequency (f)	Percentage (%)
1.	Lack of awareness about improved practices	430	43.0
2.	High cost of agricultural inputs	390	39.0
3.	Poor access to irrigation facilities	350	35.0
4.	Limited market access/dependence on middlemen	300	30.0
5.	Small land holdings	270	27.0
6.	Low digital literacy and mobile usage	250	25.0
7.	Unavailability of quality seeds and fertilizers	240	24.0
8.	Limited knowledge about government schemes	220	22.0
9.	Lack of training or extension contact	200	20.0
10.	Youth migration and lack of interest in farming	180	18.0

- ings as a barrier to adopting mechanization, crop diversification, and efficient land use planning.
6. **Low Digital Literacy and Mobile Usage:** One-fourth of the sample 25% lacked the digital skills necessary to access agri-advisory services, government apps, or digital marketing platforms. This hinders their ability to benefit from modern e-agriculture initiatives.
 7. **Unavailability of Quality Seeds and Fertilizers:** About 24% farmers mentioned the delayed or insufficient availability of certified seeds and fertilizers at local centers, which negatively affected crop planning and yield.
 8. **Limited Knowledge about Government Schemes:** A total of 22% respondents were unaware or only vaguely aware of schemes like PM-Kisan, Soil Health Card, or subsidies. This highlights a need for better extension outreach and awareness campaigns.
 9. **Lack of Training and Extension Contact:** Nearly 20% respondents had never received formal training from extension personnel. This lack of exposure to expert guidance acts as a barrier to adopting new innovations.
 10. **Youth Migration and Disinterest in Agriculture:** About 18% participants reported that the younger generation is migrating to cities in search of jobs, leaving behind an ageing farming community and reducing innovation potential at the village level.

Key Findings

The top three constraints were: *lack of awareness, high input cost, and poor irrigation facilities.*

Many constraints were interconnected e.g., poor training contributes to low awareness; lack of digital literacy affects access to schemes.

Despite the campaign's efforts, there is a clear need for more inclusive, accessible, and frequent communication to overcome these constraints effectively.

CONCLUSION

The implementation of Viksit Krishi Sankalp Abhiyan 2025 in 60 villages of Udham Singh Nagar district has been a progressive step toward empow-

ering rural communities through awareness, training, and agricultural innovation. However, the study reveals that several critical constraints continue to hinder the full realization of the campaign's objectives. The most prominent barriers identified were lack of awareness (43%), high input costs (39%), inadequate irrigation facilities (35%), limited market access (30%), and low digital literacy (25%). These constraints are indicative of persistent structural and informational gaps that restrict farmers from fully benefiting from available technologies, government schemes, and institutional support. The findings highlight the need for strengthened extension systems, frequent capacity-building programs, and targeted infrastructure development. Moreover, digital empowerment and direct farmer engagement must be enhanced to bridge the communication divide. To make rural development initiatives like the Viksit Krishi Sankalp Abhiyan more impactful, a convergent and inclusive approach is essential—one that integrates knowledge dissemination, affordability, accessibility, and local participation. Only through such sustained and people-centric efforts can the dream of a self-reliant, prosperous, and developed rural India be truly realized.

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