**Integrated Farming (2021-22)**

The project was launched for its activities in West Bengal on 04.02.2022. In the project launching meeting, the Chief Guest, Dr. Swarup Kumar Chakrabarti, the Hon'ble Vice-Chancellor, Uttar Banga Krishi Viswavidyalaya, Pundibari, Cooch Behar appreciated to take up such kind of unique project for developing strategies of integrated farming (IF) for different agro-climatic regions that would enable adequate employment and income generation, especially for the smallholder farmers, in West Bengal. Dr. S. K. Roy, Director, ICAR-ATARI, Kolkata highlighted the importance of IF for doubling farmers' income in West Bengal. Mr. Awadesh Kumar, General Manager of NABARD, Kolkata indicated that developing a software template would give a pictorial view of customized IF based on farmers' demand, available resources including the potential combination of the components and also provide a clear view of possible return to the farmers for well understanding.

The selected districts and/ or KVKs were: (i) Under Northern Hill Region: (1) Darjeeling, (ii) Under Terai and Teesta Region: (2) Coochbehar, (3) Jalpaiguri, (4) Uttar Dinajpur, (iii) Under Old Alluvial Region: (5) Dakshin Dinajpur, (6) Malda, (7) Murshidabad (Additional KVK), (iv) Under New Alluvial Region: (8) Nadia, (9) Burdwan, (10) North 24 Parganas, (v) Under Red and Laterite Region: (11) Bankura, (12) Birbhum, (13) Purulia, (14) West Medinipur, (vi) Under Costal Saline Region: (15) South 24 Parganas (Nimpith), (16) South 24 Parganas (Narendrapur) KVK. A systematic desk study was completed for primary selection of SWOT factors under each SWOT component considering common features and/or region-specific unique feature(s) covering different aspects like technological, economic, environmental, social etc. A total of 60 existing IFs in six agro-climatic regions of West Bengal were selected randomly in 15 districts by 16 KVKs situated in different districts of West Bengal. The existing IFs in the district were selected in such a way that 10 IFs were considered from each agro-climatic regions of West Bengal and thus, a total of 60 IFs were considered under the study. A set of questions was finalized to collect data for SWOT analysis. An attempt was made for a quantitative SWOT analysis using Analytic Hierarchy Process (AHP).


**Online launching program of the project**

**Data collection for SWOT analysis by KVK Scientist at the farmers' field at Murshidabad, West Bengal**


**Data collection for SWOT analysis by KVK Scientists at the farmers' field in Dakshin Dinajpur District, West Bengal**

**Visit of integrated farm and data collection for SWOT analysis by KVK Scientist in Darjeeling District, West Bengal**