

The National Innovation Foundation–India (NIF), in collaboration with the Department of Lifelong Learning & Extension (Rural Extension Centre), Palli Samgathana Vibhaga, Visva-Bharati University, successfully organized Farmers’ Meetings in Laldaha and Sehalai villages under the Bolpur-Sriniketan CD Block in Birbhum district, West Bengal, as part of its Dissemination and Social Diffusion (DSD) initiatives.

The meetings provided an interactive platform for engagement with Self-Help Group (SHG) members, Village Development Society (VDS) representatives, farmers, and other community stakeholders. Participants were introduced to the activities of NIF-India, particularly its efforts to identify, support, and promote grassroots innovations for sustainable rural development.

A key highlight of the programme was the focus on community-based livelihood development, rural enterprise promotion, and the “One Village, One Product” initiative, aimed at strengthening local economies through value addition and the promotion of village-specific products. Community members actively shared insights on existing cropping patterns, local resources, traditional knowledge systems, and the key challenges impacting agriculture and rural livelihoods.

The programme witnessed enthusiastic participation from 54 community members, including 42 women and 13 men, reflecting strong women’s involvement in community-led development and local entrepreneurship.

Through such initiatives, NIF-India continues to foster grassroots innovation, strengthen rural livelihoods, and promote sustainable, community-driven economic development by linking traditional knowledge with emerging opportunities for growth.

