



कृषि विज्ञान केन्द्र
आईसीएआर-केंद्रीय कपास अनुसंधान संस्थान, नागपुर
Krishi Vigyan Kendra
ICAR-Central Institute for Cotton Research, Nagpur

Bicycle Man of India, Mr. Neeraj Prajapati who is promoting Millets Production and consumption for healthy life visited KVK-CICR, Nagpur on 12 January 2024.





'Coarse grain producing ryots lack marketing skills'

Bicycle man of India Prajapati pedals into city to popularise millets

BHAIRAVI SHRIVASTAV
LOKMAT TIMES NETWORK/NAGPUR

With enormous changes in the lifestyles of people, more and more are shifting towards consuming healthy and organic food. Millets are the first and foremost option when it comes to adapting healthy food habits. However, people are still seen struggling in finding the right quality millets, claims Haryana's 'Bicycle Man of India', Neeraj Kumar Prajapati, who made a brief halt in city on his way to Kanyakumari promoting cultivation and consumption of millets.

Prajapati is biking down to the Vivekananda Rock Memorial at Kanyakumari which he expects to touch at "5 pm on January 31". He started



Neeraj Kumar Prajapati at ICAR-CICR campus on Friday to promote millets.

■ Prajapati is biking down to the Vivekananda Rock Memorial at Kanyakumari which he expects to touch at "5 pm on January 31".

from Kashmir at "10 am on December 1, 2023". Punctual to the dot, Prajapati is cycling all the way across the country to help promote millet cultivation and consumption.

Talking to Lokmat Times during his halt here at ICAR-Central Institute for Cotton Research (CICR), Prajapati said, farmers were not prepared to cultivate millets because they lack marketing

skills. "They do not know how to sell their produce in the market," he claimed, adding that millets were otherwise a very promising option as they were climate resistant and did not require any artificial fertilizers, pesticides or insecticides.

Prajapati has been taking halts at CICR's Krishi Vigyan Kendras on his journey. "These KVKs support agriculture across the country by introducing new technology to farmers," he said, adding that he could also meet various farming communities through KVKs and guide them to promote millet based products. "They require to be told about marketing strategies and the basics of business," he said.

Senior scientist and head KVK, ICAR-CICR, Dr Rakesh-kumar Singh, subject matter specialist (SMS), (Attracting and Retaining Rural Youth in Agriculture) ARYA, Dr Deepa Lal, Senior research fellow (ARYA), Jayashree Khobragade, SMS, Dr Mayur Meshram, Sunita Chauhan and millet self-help group's, Jyoti Meshram were present during the interaction with Prajapati.

News coverage of Bicycle Man visited ICAR-CICR, KVK Nagpur