



MANIPAL UNIVERSITY
JAIPUR

MUJ/Q&C/021/F/1.01

Event Report



MANIPAL UNIVERSITY
JAIPUR

FACULTY

Arts and Law

NAME OF SCHOOL

School of Media and Communication

NAME OF DEPARTMENT

Journalism and Mass Communication

NAME OF EVENT

**Rural Product Production and Marketing
(Rural connect visit to know the polyhouse and advanced
technologies used in farming)**

Date of Event

7 December 2021



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1. Introduction of the Event

Students of BA(J&MC)- 3rd year visited Begas village which comes under Jaipur Rural, Rajasthan. Begas is in Jaipur Tehsil of Jaipur district in Rajasthan, India. It is situated 30 km away from Jaipur. Students and faculty member of MUJ visited village to know the rural product production and marketing strategies which is the part of the syllabus. They saw the polyhouse and other advanced technologies used in farming currently. This visit was the part of societal connect program and outreach program which was organized by Department of Journalism and Mass Communication, Manipal University Jaipur.

2. Objective of the Event

A group of MUJ's Journalism students visited Begas village to know the current rural product production and marketing strategies. They saw the polyhouse and other advanced technologies used in farming currently. They suggested some new ways of marketing and techno-enabled product selling strategies to the villagers.

3. Beneficiaries of the Event

A group of 9 students and one faculty member visited Begas village. The beneficiaries of the event were students, faculty member of MUJ and local community of Begas Village.

4. Details of the Guests

- a. Mr. Raju Meena, Villager, Begas Village.
- b. Dr. Amit Sharma, Assistant Professor, Department of Journalism and Mass Communication.
- c. Ms. Heena Ojha, Student, BA(JMC)
- d. Mr. Ronalk Bharia, Student, BA(JMC)

5. Brief Description of the event

A group of 10 members of MJU visited a village- Begas. They interacted villagers to know how they are using advanced technology in farming. They later visited a polyhouse. Polyhouse is a greenhouse where polyethylene is used as the cover. Cucumber was cultivated in the polyhouse under the artificial temperature. Polyhouse looks like a polythene tent. It has a very thick layer of polythene, which cannot be easily teared. This polythene can withstand harsh sunlight as well as strong rainy weather. Its layer is very



strong and of good quality. Owner of the polyhouse Raju said that this polyhouse gives the profit of 5 lakh in every season, it may be of kharif or Rabi. He said that the polyhouse gives the artificial climate or temperature to the crops or vegetable plants. It gives the temperature according to the need of crops. Polyhouse prevents the crops from external temperature which may cause harm to them.

How a farmer can take benefit:

For one acre polyhouse cost is 33,76,000 Rupees. Rajasthan Govt. gives 50% subsidy to general farmers and small & SC/ST farmers can receive 70% subsidy. For polyhouses, a farmer could get Rs 467.50 per sqm and can avail the subsidy for a total of 4,000 sqm. As profitable as cucumber farming can be, it can also be a loss-making business if you do not implement good agronomic practices. From 300 plants, one can easily harvest about 7,500 kilograms (kg) by the end of the growing season. MUJ member suggested farmers that you can sell your product now online. Also, they can find out the rate of the product in various district mandies. They suggested that with the help of new advanced communication technology, now villages can see the forecast of temperature and session.

6. 3 to 5 photographs of the event or screenshots of the event



Students of BA(JMC), Faculty member and villagers in a polyhouse of Begas Village.



Inner view of Polyhouse in Begas Village



MUJ members and villagers during the visit of Polyhouse in Begas Village.

7. Attendance of the Event

Sr. No	Name of Institution	Place of Institution	Registration Number/Employee code	Name of Attendee	Name of Dept
1	MUJ	Jaipur	191201079	AAKASH MISHRA	J&MC
2	MUJ	Jaipur	191201017	HEENA OJHA	J&MC
3	MUJ	Jaipur	191201076	RISHI RAJ	J&MC
4	MUJ	Jaipur	191201051	RONAK BHAIRA	J&MC
5	MUJ	Jaipur	191201083	SAURAV KUMAR THAKUR	J&MC
6	MUJ	Jaipur	191201061	SUNIDHI SHUKLA	J&MC
7	MUJ	Jaipur	191201109	ADNAN AHMAD	J&MC
8	MUJ	Jaipur	191201073	RIMSHA MOHAN	J&MC
9	MUJ	Jaipur	191201047	RIYA YADAV	J&MC
10	MUJ	Jaipur	MUJ1124	DR. AMIT SHARMA	J&MC



3.

Feedback of the Event

We can say that it is modern and easy technique of farming by which much profit can be made. But the fact is it requires manpower and too much devotion towards farming. It requires the prior experience too, so before establishing a polyhouse a person must have some experience regarding this technique. And most important, they must have aware about the product marketing and new communication technologies for marketing and to become aware about the forecast. This visit was a very good platform to understand the rural product production and marketing. Students also become aware about it and they helped rural people as per their understanding.



HEAD OF JOURNALISM AND MASS COMMUNICATION
MANIPAL UNIVERSITY JAIPUR

Sign of the Head of the Department