

## Dehaat Organizes a 3-Part Webinar Series to Share Crucial Insights about Litchi Farming to Further Educate, Nurture and Strengthen its Farmer Base

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DeHaat, India's leading agri-tech platform organized a highly informative and extremely helpful three-part webinar series from 7th August 2021 till October 2nd, 2021 for its Litchi farmers to help them gather useful knowledge from leading experts around the agri-sector.

Industry leaders Dr Sheshdhar Pande - Acting Director: Indian Council of Agricultural Research - NRC (Litchi) and Dr Aditya Panda - Head: Fruit Circular Economy, Coca-Cola, were the key speakers at the webinar, while Dr Dinesh Chauhan, VP (New Initiative) of DeHaat moderated the entire event ensuring crucial and profoundly valuable insights, best practices and effective methods of Litchi farming were shared with all the participants.

The three-part series turned out to be a huge success with over 800 registrations across geographies and served as a one-stop platform for farmers to directly ask questions, share queries and get real-time answers to all their issues from these experts. Focusing on the

biggest pain points and challenges faced by Litchi farmers, the first episode of the webinar titled 'Unnati Litchi – Aadhunik Khetee Ke Saksham Tareeke' went live on 7 August 2021 on DeHaat's Youtube channel where all the attendees learned about various diseases and pest control methods, better irrigation practices, ways to increase the productivity of their orchards, etc. whereas the second episode titled 'Unnati Litchi: Saghan Baagwaani Takneek ke Mahatvevam Faayde' enabled Litchi farmers to understand the most effective techniques of high-density plantations, girdling and pruning methods to protect plantations from pests and the best methods to rejuvenate old Litchi orchards. Seeing the amazing response of the audiences for the previous episodes, the third and final episode 'Unnati Litchi: Bhaari Varsha Aur Jalbharaav Se Suraksha Ke AgrimTareeke' went live on 2nd October 2021 and was centred around the key measures of protecting Litchi plantations from the excessive damage caused by extreme rainfall and water logging. This episode had an exciting add on to the knowledge sharing session in the form of a Litchi Quiz where 10 lucky winners were awarded a Paytm voucher worth INR 1000 by answering 5 simple questions based on discussions of the past two episodes.

Concluding the webinar series, Dr Dinesh Chauhan - VP (New Initiative) DeHaat shared his views and thoughts on this latest activity by the organization in addition to its continued efforts to empower farmers and transform the farming sector with proper advisory, support and technologically driven solutions. He also talked about the upcoming series of webinars on more such topics right from sharing best farming practices of various commodities, most effective methods to upscale production and much more!!

