



**ATARI** Hyderabad

*Krishi*

**PRASAR**

*Newsletter*



**Volume 1 No.1** **September, 2018**

### Annual Zonal Workshop of KVKs



**Dr. Trilochan Mohapatra, DG (ICAR) interacting with the Heads of KVKs**

The three days Annual Zonal Workshop of KVKs of ATARI, Zone-10, Hyderabad was conducted during 20<sup>th</sup> to 22<sup>nd</sup> September 2018 at ATARI, Hyderabad.

Dr. Trilochan Mohapatra, Secretary (DARE) & Director General (ICAR) interacted with Heads of KVKs. Dr. Mohapatra emphasized that KVKs should adopt cluster approach in scaling up of successful and self sustaining models through value chains, promote crop planning and good agricultural practices and implement action plan for doubling of farmers' income through convergence. He said KVKs are to demonstrate Integrated Farming System (IFS) models and urged KVKs to document success stories of farmers. Annexe of ATARI building was also inaugurated. Dr. A.K. Singh, DDG (AE), ICAR appreciated the role of KVKs in Krishi Kalyan Abhiyan (KKA). He advised KVKs to reach a large network of farmers through digital initiatives. Earlier, Dr. V. Praveen Rao, Vice-Chancellor, PJTSAU inaugurated the



### From the Director's Desk

The ICAR-Agricultural Technology Application Research Institute (ATARI), Hyderabad is vested with the responsibility of coordination and monitoring of technology application and frontline extension education programs through 72 Krishi Vigyan Kendras (KVKs) in Andhra Pradesh, Telangana, Tamil Nadu, and Puducherry. It gives me immense pleasure to publish the first issue of the newsletter to communicate and update all the stakeholders on our frontline agricultural extension activities in the Zone.



### Message

The Agricultural Extension Division of ICAR is steering the frontline extension efforts in agriculture across the country at district level through Krishi Vigyan Kendras (KVKs) which are coordinated at the Zonal level by ATARIs. The mission of the KVK scheme is farmer-centric growth in agriculture and allied sectors through application of appropriate technologies in specific agro-ecosystem perspective. This digital initiative is a step in this direction for timely sharing of information and feedback to all its clientele.



**Dr. A.K. Singh, DDG (AE)**

Workshop. Dr. Y.G. Prasad, Director, ATARI, Hyderabad presented the progress report. Dr. K. Ramaswamy, VC, TNAU, Dr. V. Damodara Naidu, VC, ANGRAU, Dr. V.P. Chahal, ADG (AE), Directors of Extension Education, Directors of local ICAR Institutes and KVKs participated. A number of publications were released during the occasion.



## Review Workshop of ARYA Project

Dr. Trilochan Mohapatra, Secretary (DARE) & Director General (ICAR) inaugurated the review workshop on “Attracting and Retaining Youth in Agriculture (ARYA)”. Dr.Mohapatra in his inaugural speech appreciated the successful implementation of the project by KVKs and suggested to identify more need-based and location specific enterprises covering both primary and secondary agriculture depending upon the capacity of youths. The agro-based enterprises must be attractive, profitable and modern so as to attract the youth and contribute to doubling of farmers’ income through ARYA. Twenty five KVKs operating the ARYA project participated in the workshop and presented their achievements.

Dr. A.K.Singh, DDG (Agricultural Extension) presented the overall achievements of the project across the country in terms of skill training of youth, establishment of enterprises and income generated.

Shri Chhabilendra Roul, IAS, Special Secretary, DARE & Secretary, ICAR expressed that there is a need to include income generation activities in primary agriculture itself.



**Dr. Trilochan Mohapatra, DG (ICAR) inaugurated the Review Workshop of ARYA Project**

He also said that inclusion of custom hiring and mechanization will help to solve the agricultural labour shortage and at the same time provide a business opportunity.

Dr.B Pradhan, IAS, Additional Secretary & FA (DARE/ICAR) emphasized the need for convergence of the schemes of the various Ministries of Government of India for establishing micro-entrepreneurial units by the youth.



**Participants of the Review Workshop of ARYA Project**

Dr.G.Trivedi, former Vice Chancellor, RAU, Pusa, Bihar and Dr.G.Narayana Gowda, former Vice Chancellor, UAS, Bangalore served as external experts. Senior Scientists and Heads of twenty five participating KVKs presented the physical and financial achievements under the project.

The two days workshop was organized at NASC, New Delhi during 24-25 August 2018 by ATARI-Zone 10 Hyderabad under the guidance of Dr.Randhir Singh, ADG(AE).

## Training Workshop of CFLDs

### Telangana

Action plan workshop cum training on Cluster Frontline Demonstrations (CFLDs) on pulses and oilseeds and Seed Hubs under NFSM for KVKs of Telangana was organized on



24<sup>th</sup> July 2018. Implementation of CFLDs on pulses and oil seeds and progress of Seed Hubs was reviewed and trainings on varieties and management practices were offered. Dr.V.Praveen Rao, Vice Chancellor, PJTSAU, inaugurated the workshop and said that the demonstrations should create an impact to increase the adoption levels as desired and the feedback from CFLDs must be given to the research system. Dr.Y.G.Prasad, Director ICAR-ATARI emphasized on the need for cluster approach and technology package for visible impact. Dr.B.K.Srivatasava, Director (DOD), Hyderabad indicated the guidelines for implementation. Dr. Vishnuvardhan Reddy, Director, IIOR, Principal Scientists of Pulses and Oilseeds offered trainings on varieties, agronomic management, insect pest management, harvest and post-harvest management aspects. Dr.Raji Reddy, Director of Extension, PJTSAU, Mr.Sudharshan, Deputy Director, TSS&OCA, Hyderabad, Mr.Sudhakar, Regional Manager, National Seeds Corporation, Hyderabad and Scientists of ATARI, Hyderabad participated in the meeting.



## Andhra Pradesh

Implementation of CFLDs on pulses and oilseeds and progress of Seed Hubs by KVKs was reviewed in the Workshop cum training on CFLDs of Andhra Pradesh on 30<sup>th</sup> July, 2018. Dr.Y.G. Prasad, Director, ATARI, Dr.P.Rambabu, Director of Extension, ANGRAU, Dr.N.V.Naidu, Director of Research, Dr.M.Subba Rao, Associate Director of Research, RARS, Nandyal, Dr.R.Veeraraghavaiah, Principal Scientist and Head, ARS, Rekulakunta, Dr.M.V.Ramana, Principal Scientist (Pulses), RARS, Lam, Guntur, ANGRAU, Dr.P.Sampath Kumar, Principal Scientist & Head, ARS, Kadiri, ANGRAU, Mr.Sudhakar, Regional Manager, National Seeds Corporation, Hyderabad, Technical Officer (DOD), Hyderabad, Programme Coordinators of KVKs and Nodal Officers participated. The programme was coordinated by Dr.Chari Appaji and Dr.B.Malathi of ATARI. The programme implemented during *kharif* was reviewed and action plan for *Rabi* were finalized during the meetings.



CFLD Training Workshop of Andhra Pradesh

## Review of Seed Hubs on Pulses under NFSM

A review of Seed Hub KVKs on Pulses under NFSM in Zone-10 was organized at ICAR-ATARI, Hyderabad. Dr.Y.G.Prasad, Director, ATARI, Hyderabad advised the KVKs to produce latest recommended varieties and to complete infrastructure development for seed processing and storage. The KVKs were advised to produce certified seed and comply with all modalities of seed production, procurement, marketing and supply to the farmers. During the review, Nodal Scientists of KVKs presented the targets and achievements of seed production. Nearly 5000 q of Foundation and Certified seeds of latest varieties of pulses (blackgram, greengram, redgram, chickpea and



Dr.Y.G.Prasad, Director, ATARI-10, Hyderabad addressing the gathering



horsegram) is being produced by 12 Seed Hub KVKs in Andhra Pradesh, Telangana and Tamil Nadu and made available to the farmers for improving productivity. Dr.B.K.Srivastava, Director, DOD, Dr.K.Sammi Reddy, Director, ICAR-CRIDA, Dr.T.Pradeep, Director of Research, PJTSAU, Hyderabad, Dr.K.Keshavulu, Director, Telangana State Seed and Organic Certification Authority, Dr.K.S.Varaprasad, Former Director, ICAR-IIOR, Dr.B.Vijayabhinandana, Deputy Director of Extension, ANGRAU, Programme Coordinators of KVKs of Seed Hub project from Andhra Pradesh, Telangana and Tamil Nadu and Scientists of ATARI, Hyderabad participated.

## Institute Management Committee Meeting

The Institute Management Committee meeting of ATARI Zone-10, Hyderabad was conducted on 21<sup>st</sup> August 2018 under the Chairmanship of Dr.Y.G.Prasad, Director, ICAR-ATARI, Hyderabad with participation of Dr.Randhir Singh, ADG (AE), ICAR, Dr.Bharat S Sontakke, Head, AE Division, NAARM, Dr.Rashmi Singh, PS (AE), IARI, Dr.G.Nirmala, PS (AE), CRIDA, Dr.P.G.Padmaja, PS (Agri. Ent.), IIMR, S.George, CF&AO, NAARM & V.V. Ramana, AAO, ATARI.





## Orientation Training on Agro-met Advisory Services

Orientation training for KVK scientists on preparation and dissemination of Agromet Advisory Services to farmers was held during 1-2 August 2018 at ICAR-ATARI, Hyderabad. This training was imparted to 24 Nodal Officers of District Agromet Units (DAMUs) to be established at KVKs as part of IMD-ICAR collaboration for implementation of Gramin Krishi Mausam Sewa (GKMS). Dr.Y.G.Prasad, Director, ATARI said that agromet advisory services play a major role of in minimizing the adverse impact of monsoon aberrations, extreme weather events due to increasing climate variability. Participants were provided orientation on preparation of agromet advisory bulletins using observations, weather forecast, crop stage and crop growth conditions.



**Participants of the training programme**

Existing dissemination of agromet bulletins and outreach was discussed. Hands-on experience training was imparted on accessing block level weather observations, weather forecast, selection of crops and preparation of block level advisories and their dissemination using the web portal to farmers.

Dr.S.D.Attri, Dr.N.Chattapadhyay, Dr.R.Balasubramanian of IMD; Dr.G.Srinivas and Dr.Prathima, Scientists from AMFUs; Dr.D.Raji Reddy, DE, PJTSAU, Dr.K.Sammi Reddy, Director, CRIDA, Dr.P.Vijayakumar, PC (Agromet), CRIDA, Dr.Y.S.Ramakrishna, former Director, CRIDA along with ATARI Scientists and Nodal Officers from 24 KVKs (9 from Andhra Pradesh, 4 from Telangana, 11 from Tamil Nadu and Puducherry) participated in the training programme.



**Training session**

## NICRA Zonal Workshop

The National Innovations in Climate Resilient Agriculture (NICRA) Annual Zonal Review (2017-18) and Action Plan Workshop (2018-19) was organized by ICAR-ATARI, Zone-10 at KVK, Nammakal, Tamil Nadu during 19-20<sup>th</sup> June, 2018. Dr.C.Balachandran, Vice Chancellor, TANUVAS inaugurated the zonal workshop and said that demonstrations on integrated farming system plays a major role in bringing climate resilience especially in drought prone districts. Dr.B.Venkateswarlu, former Vice Chancellor, VNMKV, Parbhani and ex-Director, CRIDA reiterated the important role played by KVKs through the implementation of technology demonstration component of NICRA for enhancing the adaptive capacity of farmers to cope with climate variability and way forward for up-scaling.

Dr.Y.G.Prasad, Director, ATARI shared the experience of



KVKs in addressing identified climatic vulnerabilities and their contribution to stability of farmers income as part of doubling of farmers income strategy. An action plan is being developed to spread promising climate resilient interventions in identified DFI villages.

Earlier, Dr.J.V.N.S.Prasad, Coordinator, NICRA-TDC, CRIDA presented the action points for implementation during 2018-19 laying emphasis on up-scaling/ saturating all households with demonstration of proven interventions in natural resource management; crop, livestock and fisheries production systems in NICRA cluster of villages in convergence mode. The workshop was attended by 50 participants including Project Scientists from 11 KVKs in Zone 10 (Andhra Pradesh, Telangana and Tamil Nadu), Dr.Sudeep Kumar and Dr.P.Rambabu, Directors of Extension of TANUVAS and ANGRAU, respectively.



**Dr. C. Balachandran, Vice Chancellor, TANUVAS delivering the inaugural address**



## Farm Innovators Meet

A farm innovators meet was organized by ICAR-ATARI, Zone-10 on 14<sup>th</sup> April, 2018 in which 50 farm innovators from 30 districts spread across Andhra Pradesh, Telangana, Tamil Nadu and Puducherry shared their innovative practices/ technologies.

Dr.A.K.Singh, DDG (Agricultural Extension) inaugurated the meet. He emphasized the increasing need to focus on income-centric strategy rather than production-centric approach for farmers' welfare. Several initiatives in this direction include creation of successful models under Tribal Sub Plan in 125 tribal districts through KVKs, empowerment of women through nutri-sensitive

agriculture under NARI program, establishment of value-addition and technology incubation centers at KVKs & FPOs and attracting youth into agriculture. He expressed that continuous engagement with farmers and recognizing their innovative ideas should become a regular feature.

Farmers presented their innovations and exhibited their products. A publication and CD on "Farm Innovators - Take the Challenge, Be the Change" documenting 36 selected profiles of Farmer Innovators and the details of innovations was released by DDG (AE), ICAR on this occasion. Directors of Extension Education, Directors from local ICAR Institutes, and Scientists from KVKs and ICAR research institutes participated in the meet.



Dr.A.K.Singh, DDG (AE) delivering the inaugural address



Publication released and Demo of Farmer's innovation

## Krishi Kalyan Abhiyan

Krishi Kalyan Abhiyan Programme was implemented from 1<sup>st</sup> July 2018 to 15<sup>th</sup> August 2018 in eight identified aspirational districts in ATARI-Zone 10. KVKs in the respective districts acted as nodal agencies. KVK YSR Kadapa (Utukur), KVK Visakhapatnam (Kondampudi and BCT) and KVK Vizianagaram (Rastakuntabai) of Andhra Pradesh; KVK Warangal (Mamnoor), KVK Khammam (Wyra) and KVK Adilabad from Telangana; KVK

Ramnathpuram and KVK Virudhnagar from Tamil Nadu implemented the Krishi Kalyan Abhiyan programme. Three districts from Andhra Pradesh viz, YSR Kadapa, Vishakapatnam and Vizianagaram ranked first at national level in overall implementation of the Krishi Kalyan Abhiyan programme out of 111 aspirational districts all over India.



Nadep compost pit at Khammam



Micro irrigation system at Adilabad



**Summary of activities undertaken under the Krishi Kalyan Abhiyan programme in eight aspirational districts**

S.No.	Activity	Achievement (Nos.)
1	Distribution of Soil Health Cards (100% saturation)	83029
2	Distribution of Mini Kits of pulses and oilseeds	41339
3	Distribution of Horticulture/ Agro Forestry/ Bamboo plants (5/family)	116270
4	Making NADEP Pits in each village (20/village)	2976
5	FMD Bovine vaccination in each village (100% saturation)	75502
6	Vaccination of Sheep and Goat for eradication of PPR	148215
7	Artificial Inseminations (saturation mode)	20296
8	Training programmes in each of the villages (No. of participants in brackets)	
	i. Bee keeping	182 (7460)
	ii. Mushroom cultivation	212 (6372)
	iii. Kitchen gardening	238 (7892)
9	Distribution of agriculture implements (20/village)	1254
10	Demonstration of Integrated cropping practices	7
11	Demonstrations on micro irrigation	55

**Annual Action Plan Workshops 2018-19**

**Tamil Nadu**

The Pre Action Plan Meeting of KVKs of Tamil Nadu and Puducherry was organized at TNAU, Coimbatore during 27-28 March, 2018. All the scientists from 30 KVKs presented the needs, problems and solutions through technological interventions which was reviewed by subject experts. The final Action Plan Workshop was conducted during 20-21 April, 2018 at Horticultural Research Station, (TNAU) Kodaikanal. Dr.V.P.Chahal, ADG (Agricultural Extension) presided over in the presence of Dr.H.Philip, Dr.Sudeep Kumar and Dr.Nagoor Meeran Directors of Extension. Dr.Y.G.Prasad, Director, ATARI, Hyderabad participated in both the pre and final Action Plan meetings.



**Andhra Pradesh**

The Action plan workshop of KVKs of Andhra Pradesh for 2018- 19 was organized during 21 - 22 May, 2018 at Lam, Guntur. Dr.V.Damodara Naidu, VC, ANGRAU was the Chief Guest. Dr.Y.G.Prasad, Director, ATARI, Dr.P.Ram Babu,



Director of Extension, ANGRAU participated. The Programme Coordinators and Subject Matter Specialists of 23 KVKs of Andhra Pradesh presented their work done report of 2017-18 and action plan of their technical programme for 2018-19. Dr.L.Uma Devi, Dean of Home Science, ANGRAU; Dr.Dilip Babu, Director of Research and Dr.R.V.S.K.Reddy, Director of Extension, Dr.YSRHU; Dr.G.Srinivasa Rao, Associate Dean, NTR College of VS, SVVU were present.

**Telangana**

The Annual Action Plan Workshop of Telangana was held during 31<sup>st</sup> May and 1<sup>st</sup> June 2018. Dr.V.Praveen Rao, Vice Chancellor, PJTSAU, inaugurated the Workshop. Dr.Y.G.Prasad, Director, ATARI, Hyderabad, Dr.D.Raji Reddy, DE, PJTSAU and Dr.K.Sammi Reddy, Director, CRIDA participated. Action plan of individual KVKs in Telangana were presented, discussed and finalized in the workshop.





## VISITS

Shri.Pon.Radhakrishnan, Hon'ble Union Minister of State for Finance and Shipping visited KVK, Kanyakumari on 11.06.2018 and KVK, Coimbatore on 14.06.2018. Dr.H.Philip, Director of Extension Education, TNAU and

Dr.Y.G.Prasad, Director, ICAR- ATARI, Zone -10, Hyderabad were present. The Hon'ble Minister visited the infrastructure and laboratory facilities of the KVKs and interacted with the KVK staff and farmers.



**Shri.Pon.Radhakrishnan, Hon'ble MoS visits KVK, Kanyakumari**



**Shri.Pon.Radhakrishnan, Hon'ble MoS visits KVK, Coimbatore**



Smt. Adidam Neeraja, Joint Secretary (INM), DAC&FW, New Delhi inaugurated the three-day residential training programme on mushroom, bee keeping and kitchen gardening under Krishi Kalyan Abhiyan at KVK,

Visakhapatnam. Dr.Y.G.Prasad, Director Atari Zone-10, Hyderabad participated. The joint Secretary visited the infrastructure facilities at the KVK and KKA villages in the aspirational district.



**Visit of Smt. Adidam Neeraja to KVK Visakhapatnam**





**VISITS**



**Shri Radha Mohan Singh, Hon'ble Union Minister of Agriculture and Farmers Welfare reviews progress of KVK Ramanathapuram**



**Interaction with farmers in Vengalur village**

**AWARDS**

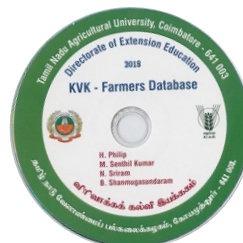
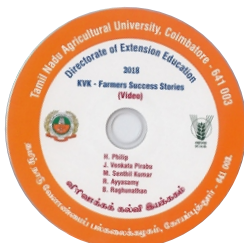
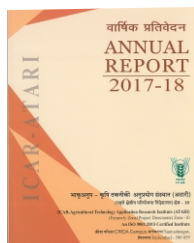


**KVK Dharmapuri (TNAU) and KVK West Godavari (Dr.YSRHU) receiving the Best Zonal KVK Award from the Hon'ble Prime Minister of India**



**Dr.V.P.Chahal, ADG (Agricultural Extension) visits Farmers FIRST project site of CRIDA, Hyderabad**

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