

समृद्धि

इसलगेवेवीहो

KVKs 1974-2024
कृषि विज्ञान केन्द्र
Krishi Vigyan Kendra
Serving Farmers

ICAR-ATARI Bengaluru NEWSLETTER



January-March, 2025

Volume - 6 : Issue - 1



Director's Message

Celebrating Past and Planning Future

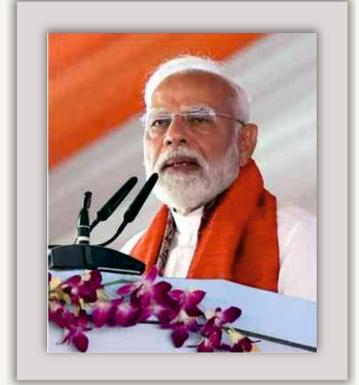
KVKs of Karnataka, Kerala and Lakshadweep under Zone XI have undertaken a yearlong celebration – 50 Years of KVKs by organizing various events and programmes and also organized procession of KVK Torch to bring public awareness during the period March 2024 to March 2025, and concluded with celebrating COCO festival at KVK Lakshadweep for benefits of tribal farmers of Union Territory. This zone also planted 50,000+ trees with the participation of all the KVKs in three phases viz., World Environment Day, ICAR Foundation Day and Independence Day during the 50 year celebration. Creation of Kisan Samridhi: e-Commerce Platform and development, and registration of Kisan Samridhi brand for marketing of Agro Based Products is remarkable achievement of ATARI Bengaluru and KVKs of Zone XI.

As you are aware, KVK Pondicherry was inaugurated on 24th March 1974, KVKs of this zone are celebrating KVK DAY by organizing various programmes to commemorate the establishment of first KVK in the country. This year KVK Day celebrated by giving a special emphasis on 'Reaching the Unreached' through organizing special programmes for Tribals and SC communities in Karnataka, Kerala and Lakshadweep, and by launching a special programme of "Mainstreaming Koraga Tribal Community" whose existence is threatened. These Koraga communities are living in three districts viz. Dakshina Kannada and Udupi in Karnataka and Kasaragod in Kerala.

(V. Venkatasubramanian)

PM Kisan Samman Nidhi Programme

In line with his commitment towards ensuring Farmers welfare, Hon'ble Prime Minister, Shri Narendra Modi released the 19th instalment of PM KISAN from Bhagalpur, Bihar on 24.02.2025. He also launched many development projects during the occasion. He said that he was fortunate to release the 19th instalment of PM KISAN during such a pious moment and around ₹22,000 crore was credited directly into the bank accounts of farmers through Direct Benefit Transfer.



The Governor of Bihar, Shri Arif Mohammed Khan, Chief Minister of Bihar, Shri Nitish Kumar, Union Ministers Shri Shivraj Singh Chouhan, Shri Jitan Ram Manji, Shri Giriraj Singh, Shri Lalan Singh, Shri Chirag Paswan, Union Minister of State, Shri Ram Nath Thakur were present among other dignitaries at the event. A total of 7594 participants viewed live telecast programme at their respective KVKs of Kerala, Karnataka and Lakshadweep. Shri H.D. Kumaraswamy, Hon'ble Minister of Heavy Industries & Steel, Shri V. Somanna, Hon'ble Minister of State of Jal Shakti & Railways, and Shri Kamlesh Paswan, Hon'ble Minister of State of Rural Development participated at KVKs Mandya, Tumakur-I and Lakshadweep, respectively.

Recalling and reiterating the words from his speech at Red fort, Hon'ble PM said, "there are four main pillars of Viksit Bharat: poor, farmers, youth and women". He added that whether it is the Central or the State Government, the welfare of farmers remains a priority. He noted that farmers need good seeds, sufficient and affordable fertilizers, irrigation facilities, protection for their livestock from diseases, and safety from losses during disasters. Previously, farmers were affected by these issues.

Contd.....2



भाकृअनुप - कृषि प्रौद्योगिकी अनुप्रयोग अनुसंधान संस्थान
ICAR-Agricultural Technology Application Research Institute
Zone-XI, Hebbal, Bengaluru, Phone: 080-23510616; Email:atari.bengaluru@icar.gov.in



PM Kisan Samman Nidhi Programme (continued from page 1)

Hon'ble Prime Minister stated that their Government has changed this situation, highlighting that in recent years, hundreds of modern seed varieties have been provided to farmers. Earlier, farmers had to struggle for urea and face black marketing, while today, farmers receive sufficient fertilizers, he added. He highlighted that even during the major crisis of the pandemic, the Government ensured no shortage of fertilizers for farmers.

Hon'ble Prime Minister highlighted that the present Government has ensured that urea bags, which would have cost 3,000, are available at an affordable price today. He stated that the Government is committed to the welfare of farmers and works for their benefit. The cost of urea and DAP, which farmers would have had to bear, is being covered by the central government, he added.

Hon'ble Prime Minister, Shri Narendra Modi said that over the past 10 years, the central government had provided approximately ₹12 lakh crore, which would have otherwise come from the pockets of the farmers. This has saved a significant amount of money for crores of farmers across the country, he added. Hon'ble Prime Minister highlighted that in the six years since the scheme's inception, approximately ₹3.7 lakh crore has been directly transferred to farmers' accounts. He emphasized that small farmers, who previously did not receive the full benefits of Government schemes, are now getting their due.



Hon'ble Prime Minister said that their Government was promoting animal husbandry to increase the income of landless small farmers. He highlighted that animal husbandry is helping to create "Lakhpati Didis" in villages and so far, around 1.25 crore Lakhpati Didis were created across the country. He stated that India's milk production has increased from 14 crore tons to 24 crore tons over the past decade, strengthening India's position as the world's number one milk producer. He highlighted that cooperative milk unions in Bihar purchase 30 lakh liters of milk per day, resulting in over 3,000 crore annually being transferred to the accounts of livestock farmers, mothers, and sisters in Bihar. Hon'ble PM highlighted that, for the first time, their Government had provided Fishermen with Kisan Credit Cards.



KVK Alappuzha



KVK Gadag



KVK Idukki



KVK Thumkur II

Hon'ble Union Minister Shri. Shivraj Singh Chouhan Launches Kisan Samridhi Mobile App



The Areca Growers' Conclave in Sagara taluk of Shivamogga district, Karnataka on 18th January, 2025 hosted a significant event in the history of Indian Agriculture, where Hon'ble Minister of Agriculture and Farmers' Welfare and Rural Development, Government of India, Shri. Shivraj Singh Chouhan launched the Kisan Samridhi Mobile App. This app is a crucial component of the Digital Vyapar Network, aimed at benefiting farmers, Farmer Producer Organizations (FPOs) and entrepreneurs .

The Kisan Samridhi Mobile App is designed to provide a one-stop solution for farmers, offering various services and information . The app likely includes features such as market access, input supply, financial services, and advisory services

During the event, Hon'ble Minister Shri. Shivraj Singh Chouhan emphasized the importance of digital agriculture and the role of technology in improving farmers' livelihoods . The launch of the Kisan Samridhi Mobile App is a significant step towards promoting digital agriculture and enhancing the efficiency, productivity, and profitability of the agricultural sector. The Digital Vyapar Network – 'DIVYAN', initiated by ATARI Director Dr. Venkatasubramanian, Zone XI, Bengaluru aims to create a comprehensive digital ecosystem for farmers, FPOs, and entrepreneurs. This network will enable seamless interactions, transactions and information exchange among stakeholders .

The event at the Areca Growers' Conclave in Sagara marked a significant milestone in the journey towards digital agriculture

and farmer empowerment across India with the presence of MPs of Shivamogga constituency and Uttara Kannada constituency Shri. Raghavendra and Shir. Vishweshwara Hegde Kageri, respectively. District minister Shri Madhu Bangarappa , MLA Shri Gopalakrishna Beluru, Hon'ble Vice-Chancellor of Keladi Shivappa Nayaka University of Agricultural and Horticultural Sciences, Shivamogga Dr. R. C. Jagadeesha and Dr. Sunil, C., Senior Scientist & Head, ICAR KVK Shivamogga and other legendary politicians and farmers who hailed and worked for the betterment of farming community. The event was witnessed by the presence of more than 6000 farmers, farm-women, youths and general public.



Kisan Samridhhi online market portal and trademark launched by Hon'ble Dr Himanshu Pathak, Director General (ICAR) and Secretary (DARE)



The Kisan Samridhhi Market Portal, developed by ICAR-Agricultural Technology Application Research Institute, Bengaluru, and managed by ICAR-Krishi Vigyan Kendra, Pathanamthitta, was officially launched on 3rd January 2025 by Hon'ble Dr Himanshu Pathak, Director General (ICAR) and Secretary (DARE). The launch took place at ICAR-Central Plantation Crops Research Institute, Kasaragod, during the 109th Foundation Day celebrations of the institute, as part of the inaugural ceremony of the National Seminar on 'Harnessing the Plantation Sector for Sustainable Development Goals' and Exhibition.

The portal enables direct online sales of seeds, planting materials, bio-products, value-added products, and technological items produced by KVKs, supported FPOs, entrepreneurs, and SHGs. It promotes wider reach, transparency, market access, and fair pricing.

The online portal is currently operational in Karnataka, Kerala, and Lakshadweep, connecting KVKs, farmers, agri-entrepreneurs, and consumers. It fosters entrepreneurship and expands market access.



ICAR-ATARI has obtained the Kisan Samridhhi trademark registration in five classes covering about 150 products and services. A mobile application under pilot testing is also ready for launch to make the platform easily accessible to consumers through the mobile app. The portal is scalable to cover all the KVKs across the 11 ICAR-ATARIs in India. The portal aims to establish a Digital Vyapar Network (DIVYAN) for efficient agricultural marketing.

Dr V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru; Dr V.B. Patel, Assistant Director General (F&PC); Dr K. Balachandra Hebbar, Director, ICAR-CPCRI; Dr George Ninan, Director, ICAR-Central Institute of Fisheries Technology; Dr Grinson George, Director, ICAR-Central Marine Fisheries Research Institute; Dr J.D. Adiga, Director, ICAR-National Research Centre, Puttur, were present during the occasion.

Foundation Stone Laying Ceremony of the New administrative Building of KVK Kasaragod

The foundation stone for the Administrative building of KVK-Kasaragod was ceremoniously laid on January 3, 2025, by Dr. Himanshu Pathak, Secretary DARE and Director General, ICAR, New Delhi, who graced the event as the chief guest. Dr. V. Venkatasubramanian, Director, ICAR-ATARI, attended the occasion as the guest of honour. The event was further enriched by the presence of Dr. V. B. Patel, ADG, Horticultural Science Division, ICAR, and Dr. K.B. Hebbar, Director, ICAR-CPCRI.



During the ceremony, Dr. Pathak provided insightful and strategic guidance to KVK staff, emphasizing the importance of aligning future activities with ICAR policies and Government of India schemes to enhance agricultural growth and development.



The program was conducted under the thoughtful guidance of Dr. K.B. Hebbar, Director, ICAR-CPCRI, ensuring its success and alignment with the institution's vision for progress and innovation.

The program saw the participation of notable attendees, including Dr. B. Augustine Gerard, Project Coordinator, AICRP on Plantation Crops; divisional heads; Mr. Ram Avtar Parashar, Chief Finance & Accounts Officer; Shri R.N. Subramanian, Senior Administrative Officer; and other staff members from ICAR-CPCRI and KVK Kasaragod.

Farmers hostel of KVK Kalaburagi-II Inaugurated



The official inauguration of "Farmer's Hostel", KVK Kalaburagi-II (Raddewadagi) was done on 09 January 2025 at the Sri Jagajyothi Basaveshwar auditorium, University of Agricultural Sciences Raichur. The event was presided over by Dr. M. Hanumanthappa Vice-President UAS, Raichur, and featured Dr. R. R. Burman, ADG (Agricultural Extension) ICAR New Delhi as the chief guest. Dr. V. Venkatasubramanian Director, ICAR-ATARI (Zone-XI) Bengaluru and Dr. Shrinivas Rao Charukamallij Director IARI, New Delhi and

Board Members of UAS Raichur were attended as guest of honour. The same decorum was witnessed by the esteemed honorable board members, university key officers, university staff, students and farmers. The whole programme was convened by Dr. N. Sivashankar, Director of Extension, UAS Raichur and Dr. Vasudev Naik, Senior Scientist and Head, KVK Kalaburagi-II (Raddewadagi).

Inauguration of SCSP Project and New Initiatives at KVK Idukki to Empower Farmers

ICAR-Krishi Vigyan Kendra, Idukki, Kerala organized an ICAR-NBAIR Project on 'Ensuring livelihood security for SC farmers of Santhanpara village' on 13 January 2025. The programme was begun with the welcoming by Dr. R Marimuthu, Senior Scientist and Head, KVK, Idukki. He described about the progress and development in the KVK with the support of ATARI and the cooperation of farmers in Idukki. Dr. V. Venkatasubramanian, Director of ICAR-ATARI, Bengaluru, delivered the presidential address emphasised on the relevance and significance of farming community in the present situation of society.



Dr. S. N. Sushil, Director of ICAR-NBAIR, inaugurated the project and distributed inputs to SC beneficiaries. He appreciated the activities conducting in the KVK, which would be helpful for the enhancing the wealth and health of farmers. The event also marked the launch of the Kisan Samridhi online portal spice kit and a honey product developed by the High Range Honey Unit supported by KVK Idukki. Kisan Samridhi online portal is a nationwide brand for enhancing the marketing of farmers' produce.



An SCSP Project titled "Enhancing livelihood security of SC farmers of Santhanpara Panchayat via capacity building and demonstration of improved production technologies in spice crops," was inaugurated along with a Bio-Control Production Unit, Black Pepper Varietal Garden and Azhukal Special Production Unit established in the KVK campus. The bio-control lab unit was established as mass multiplication centre of bioagents like *Pseudomonas fluorescens*, *Trichoderma harzianum*, *Bacillus megaterium*, *Bacillus subtilis* and *Trichogramma* utilizing the technology of ICAR-NBAIR.

Azhukal special production unit is focussed for enhancing the production of azhukal special, which is an inevitable organic solution for the azhukal disease in cardamom. The Black Pepper Varietal Garden was developed with 24 varieties released from KAU, IISR and important local cultivars in Vietnam model of cultivation. About 60 farmers were attended and benefitted with the NBAIR technology input supply. These initiatives aim to empower farmers with advanced technologies and improved agricultural practices for better livelihood and productivity.

Annual Zonal Workshop - 2025

The Annual Zonal Workshop - 2025 for the Krishi Vigyan Kendras (KVKs) of Karnataka, Kerala, and Lakshadweep, themed “Agro-Climatic Zone-Specific Integrated Farming System in Karnataka, Kerala, and Lakshadweep,” was successfully organized at KVK Kollam from 20 to 21 January 2025. This significant event was a collaborative effort by ICAR-ATARI, Bengaluru, and Kerala Agricultural University, aimed at studying and analyzing the prevailing farming systems in these regions to promote sustainable agricultural practices tailored to agro-climatic conditions.



Dr. D.V.S. Reddy, Principal Scientist and PI of the project, ICAR-ATARI, Bengaluru, extended a warm welcome to the dignitaries and delegates attending the workshop. He emphasized the importance of identifying suitable and sustainable Integrated Farming System models across various agro-climatic zones of Karnataka, Kerala, and Lakshadweep. These models would serve as a valuable reference document for farmers and young individuals entering the agricultural sector. The workshop was inaugurated by Dr. V. Venkatasubramanian, Director of ICAR-ATARI, Bengaluru, who highlighted the importance of context-specific strategies for achieving climate-resilient agriculture. The event was presided over by Dr. Jacob John, Director of Extension, KAU, who emphasized the need for adopting Integrated Farming Systems (IFS) to enhance the livelihoods of small and marginal farmers. The vote of thanks was proposed by Dr. Bini Sam, Senior Scientist and Head, ICAR-KVK Kollam.



A notable highlight of the event was the release of the Special Edition of "KVK Times (2020–2024)" compiled and edited by KVK, Tumkur 2 under the SCSP programme, which showcased the achievements and contributions of KVKs in improving the socio-economic conditions of farmers in these regions. Alongside, other extension publications viz. Leaflets focused on small farm mechanization and a booklet on Natural Farming prepared by KVK Kollam were also released to support knowledge dissemination among stakeholders.

The workshop featured technical sessions on Agro-climatic zone specific Integrated Farming System (IFS) presentations, 10 from Agro-Climatic Zones (ACZs) of Karnataka, 5 from Kerala and Lakshadweep. Experts from prominent research institutions, including the Integrated Farming System Research Station (IFSRS), Karamana, Farming Systems Research Station (FSRS), Sadanandapuram, and On-Farm Research Centre (OFRC), Kayamkulam, provided critical insights and constructive feedback on the zone-specific presentations. The lead KVKs from each Agro-Climatic Zone meticulously compiled data from their respective partner KVKs and presented a comprehensive analysis of farming systems, highlighting success stories, challenges, and innovative practices adopted in their zones. These presentations served as a platform for peer learning and cross-regional collaboration. The two-day workshop witnessed the enthusiastic participation of 75 delegates. The deliberations and discussions focused on strengthening the Integrated Farming System approach to



maximize resource use efficiency, enhance farm productivity, and ensure sustainable rural livelihoods. The workshop concluded with a valedictory session, during which participants expressed their appreciation for the well-organized program and the collaborative efforts of KVK Kollam, ICAR-ATARI, and KAU in addressing the region-specific agricultural challenges. Recommendations were made to scale up successful IFS models and ensure their widespread adoption by farmers across the regions of Karnataka, Kerala, and Lakshadweep.

Sustainable Agriculture and Food Processing Growth Summit and Expo 2025

The Sustainable Agriculture and Food Processing Growth Summit and Expo 2025 was held at Kerala Agricultural University, Thrissur, on 17-18 January 2025. Jointly organized by ASSOCHAM, MoFPI, Govt. of Kerala, KABCO, ICAR-ATARI Zone II Bengaluru, NABARD, and APEDA, the event featured exhibitions, conferences, buyer-seller meets, B2B and B2C interactions, and a DPR clinic. The Expo was inaugurated by Sri. P. Prasad, Hon'ble Minister of Agriculture, Kerala



The launch of the Kisan Samridhi App developed by ICAR-ATARI Zone XI was a key highlight, facilitating online marketing for entrepreneurs supported by Krishi Vigyan Kendras (KVKs) from Kerala, Karnataka, and Lakshadweep. KVKs and Farmer Producer Organizations (FPOs) and entrepreneurs supported by KVKs participated in the exhibition. KVK Thrissur had arranged for exposure visits of farmers from the district to the event.



Panel discussions during the two-day event covered themes such as:

- Strategic Vision for Kerala: Exploring initiatives like the World Bank-supported KERA project
- National and Global Value Chains: Addressing challenges in market integration
- Value Addition for MSMEs: Highlighting innovations and financing opportunities
- Post-Harvest Value Chains: Focused on upgrading infrastructure
- Convergence of Schemes: Aligning state and central government initiatives
- Leveraging CSR: Emphasizing corporate contributions to agri-value chains.



The event facilitated collaboration among stakeholders, encouraged the exchange of ideas, and provided a platform to discuss challenges in production, processing, and market access. By fostering partnerships and promoting innovation, the Summit contributed to unlocking economic opportunities for farmers and entrepreneurs in the region.

The event witnessed participation from nearly 1,000 attendees each day. The FPOs and entrepreneurs supported by KVKs greatly benefited from the interactions and sales opportunities facilitated during the event. The presence of distinguished dignitaries, including Dr. B. Ashok, IAS, Hon'ble Vice Chancellor of Kerala Agricultural University; Dr. V. Venketasubramanian, Director, ICAR-ATARI Zone XI, Bengaluru; Dr. Basavarajappa K.P., Expert Committee Member, ICAR-ATARI Zone XI, Bengaluru; Sri. Baiju N. Kurup, Chief General Manager, NABARD; along with the Heads of KVKs from Kerala and Karnataka, added vibrancy and inspiration to the proceedings, energizing the participants



“The Voices of India” - Brazil Study Tour on Agriculture and Allied Sectors

To commemorate 75 years of diplomatic relations between India and Brazil, the Brazilian government organized a unique initiative, “The Voices of India” - Brazil Study Tour on Agriculture and Allied Sectors, from 7th December 2024 to 17th December 2024. The objective of this study tour was to foster deeper cooperation between the two nations in the agricultural sector by showcasing Brazil’s expertise in agribusiness and creating platforms for mutual learning. This initiative also aimed to promote Brazil as an important agricultural trading partner for India. The tour aimed to disseminate among Indians a positive image of Brazil as a global leader in agriculture and an important trading partner, leveraging the influence of Indian opinion leaders, experts, and farmers.



The delegation included Eminent Indian opinion leaders, including journalists, agricultural experts, and senior officials. Smt. Ratnamma Gundamanatta, a progressive woman entrepreneur from Kolar district, Karnataka, trained by KVK Kolar and supported by ICAR-ATARI Bengaluru was selected for this prestigious study tour based on her exceptional contributions to entrepreneurship in agriculture and allied fields. Under the mentorship of KVK Kolar, Smt. Ratnamma transformed her aspirations into reality, making significant strides in organic farming, rural empowerment, and agribusiness. Her entrepreneurial journey, deeply rooted in rural India, reflects the spirit of resilience, innovation, and community development that the program aimed to showcase on a global platform.

Her selection as one of the two MFOI (Most Farmer-Oriented Institution) awardee farmers emphasized the importance of promoting women leaders in agriculture and highlighted her role as a representative of India’s growing pool of empowered rural entrepreneurs.



The study tour was fully sponsored by the Government of Brazil, reflecting its commitment to fostering strong bilateral ties with India in agriculture and allied sectors.

During the Study Tour, delegates visited Brazil’s large-scale mechanized farms, food processing industries, and bioenergy plants. They observed advanced techniques in crop diversification, no-till farming, and irrigation management. Experts from Brazil shared insights into sustainable farming practices, agroforestry, and climate-resilient agricultural technologies. Indian participants presented their experiences, including India’s organic farming and SHG-based rural development models. Delegates met with policymakers, researchers, and agribusiness leaders to discuss opportunities for collaboration. Visits included prominent research organizations and cooperatives involved in agribusiness innovation. Sessions highlighted the role of women in Brazilian agribusiness, resonating with the achievements of Smt. Ratnamma Gundamanatta, who shared her journey as a rural entrepreneur empowered through training by KVK Kolar. She shared her success story of entrepreneurship in organic farming, rural empowerment, and value addition, inspiring stakeholders on both sides. Gained insights into cooperative farming models and sustainable practices in Brazil, which could be implemented in Kolar district. Her participation highlighted the growing role of Indian women entrepreneurs in agriculture.



Dr. Venkatasubramanian , Director, ATARI, Bengaluru visits to SLN Swadishtha Food Processing Enterprise at Sagara



Director Dr. V. Venkatasubramanian and Hon'ble Vice Chancellor of KSNUAHS, Shivamogga Dr. R. C. Jagadeesha visited “SLN Swadishtha Food Processing Enterprises” owned by Smt. Pratibha Trayambaka Rao in Sagara. This enterprise has been making waves with its innovative products, including RTE snacks, instant dip kashaya mix and newly developed 3-minute RTE masala Poha, Upma and Pongal mixes.

These value added products are a result of meticulous research and development under the guidance of KVK, Shivamogga. The team, led by Senior Scientist and Head of KVK Shivamogga Dr. Sunil, C. and Dr. Sudharani, N., Scientist (Home Science) have worked tirelessly to create these innovative offerings under Kisan Samridhhi brand. The visiting dignitaries appreciated the efforts of the team and acknowledged the significance of their work.



The event highlights the importance of collaboration between academic institutions, research organizations and industry partners. The visit by Director Dr. Venkatasubramanian and Hon'ble Vice-Chancellor of KSNUAHS, Shivamogga demonstrates their commitment in promoting innovation and entrepreneurship in the food processing sector.

commitment to quality have the potential to make a significant impact on the food industry.

Overall, the visit was a testament to the power of collaboration and innovation in driving growth and development in the food processing sector.

SLN Swadishtha Food Processing Enterprises focusing on developing convenient, healthy and tasty products aligns with the growing demand for ready-to-eat options. Their innovative approach and

Director and Vice Chancellor also visited Krishi Vigyan Kendra, Shivamogga and addressed participants of Certificate Course on Integrated Nutrient Management (CCINM) for Fertilizer Dealers.



Annual Review cum Action Plan Meetings of KVKs under Zone -XI

The annual review cum action plan meeting of 48 KVKs of Zone-XI comprising Karnataka, Kerala and Lakshadweep was conducted in three phases. During the meetings, the progress of KVKs for the year 2024 were reviewed, and action plans for the period 2025-26 were discussed and finalized. Presentation of individual KVK was reviewed by the experts from respective Agricultural Universities, ICAR Institutes and ICAR - ATARI, Bengaluru. Details are given below:

Phase-I: Three-days action plan cum review meeting of 15 KVKs of Kerala and Lakshadweep viz., Alappuzha, Ernakulam, Idukki, Kannur, Kasaragod, Kollam, Kottayam, Kozhikode, Malappuram, Palakkad, Pathanamthitta, Thiruvananthapuram, Thrissur, Wayanad and Lakshadweep was organized at KAU, Thrissur during 18-20 February 2025.



The meeting was inaugurated in the presence of Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru, and Dr. Jacob John, DE, KAU. Dr. Jacob John, DE, KAU, Dr. Mary Regina F., Head KVK Thrissur, Dr. B.T. Rayudu and Dr. Thimmappa K., Principal Scientists of ICAR-ATARI Bengaluru coordinated the meeting



Phase-II: Three-days action plan cum review meeting of 17 KVKs under the jurisdiction of Directorate of Extension, UAS, Dharwad, UAS, Raichur and UHS Bagalkot viz., Bagalkote, Belagavi-I, Belagavi-II, Dharwad, Gadag, Haveri, Uttara Kannada, Vijayapura-I, Vijayapura-II, Kolar, Ballari, Bidar, Kalaburagi-I, Kalaburagi-II, Koppal, Raichur and Yadgir was organized at UAS Bagalkot during 27 February-1 March, 2025.

The meeting was inaugurated in the presence of Hon'ble Vice Chancellor of UHS Bagalkot Dr. Vishnuvardhana, Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru, Dr. Basavarajappa R., DE, UAS, Dharwad, Dr. Dr. T. B. Allolli, DE, UHS, Bagalkot and Dr. N. Shivashankar, UAS, Raichur.



Dr. Dr. T. B. Allolli, DE, UHS, Bagalkot, Dr. Shivanand Hongal, Head KVK Kolar, Dr. M. J. Chandre Gowda, Principal Scientist and Dr. D. V. Kolekar, Senior Scientist, ICAR-ATARI Bengaluru coordinated the meeting

Phase-III: Three-days action plan cum review meeting of 16 KVKs under the jurisdiction of Directorate of Extension, UAS, Bengaluru KVAFSU Bidar and UAHS, Shivamogga viz., Bengaluru Rural,

Chamarajanagara, Chikkaballapura, Davanagere, Hassan, Mandya, Mysuru, Ramanagara, Tumakuru-I, Tumakuru-II, Chikkamagaluru, Chitradurga, Dakshina Kannada, Kodagu, Shivamogga and Udupi was organized at KVK Chikkamagaluru during 4 to 6, March 2025.



The meeting was inaugurated in the presence of Hon'ble Vice Chancellor of UAHS Shivamogga Dr. R.C. Jagadeesha, Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru, Dr. K.T. Gurumurthy, DE, UAHS, Shivamogga and Dr. Y.N. Shivalingiah, DE, UAS, Bengaluru. Dr. K.T. Gurumurthy, DE, UAHS, Shivamogga, Dr. Krushnamurthi, Head KVK Chikkamagaluru, Dr. D.V.S. Reddy and Dr. B.T. Rayudu, Principal Scientists, ICAR-ATARI coordinated the meeting

Kisan Mela and Farmer-Scientist Interface



The Farmer-Scientist, SMS Interface and Kisan Mela, jointly organized by ICAR-CPCRI and KVK-Kasaragod, was held from January 3 to 5, 2025, at the ICAR-CPCRI campus, Kasaragod. The event provided a platform for farmers, scientists, and entrepreneurs to exchange knowledge, showcase innovations, and explore opportunities in modern agriculture.

The event was inaugurated by Dr. Himanshu Pathak, Secretary DARE and Director General, ICAR. During his visit, Dr. Pathak interacted with farmers, visited the exhibition stalls, and appreciated the innovative technologies, extension activities, and entrepreneurial initiatives promoted by KVK. He emphasized the importance of the following key areas for the advancement of agriculture, capacity building, skill development, and increasing the income of farmers and stakeholders:

- Science and technology adoption
- Market orientation
- Women and youth-friendly farming
- Input use efficiency with nature-friendly farming
- Culture-blended agriculture

Dr. K.B. Hebbar, Director, ICAR-CPCRI, provided thoughtful guidance and support throughout the event. The program saw participation of divisional heads, KVK scientists, and around 100 farmers.

A key highlight of the Kisan Mela was the exhibition, which showcased technologies developed by KVK and value-added products created by 10 KVK-trained entrepreneurs. The exhibition offered a glimpse into the innovative advancements and entrepreneurial efforts being fostered by KVK.



As part of the event, various seminars, interface meetings, and field visits were organized, focusing on critical topics such as:

- High-Tech Horticulture
- Maintaining Soil Health for Sustainable Production
- Value Addition of Agricultural Produce

The Kisan Mela drew an impressive turnout of approximately 5,000 farmers and members of the public, making it a resounding success. The event highlighted the commitment of ICAR-CPCRI and KVK-Kasaragod to fostering sustainable agricultural practices, empowering farmers, promoting extension activities, and supporting rural entrepreneurship.



हर कदम, हर डगर
किसानों का हमसफर
भारतीय कृषि अनुसंधान परिषद

Agriseach with a human touch

Published by Dr. V. Venkatasubramanian, Director ICAR-ATARI Bengaluru
Editors : Dr. D. V. Kolekar and Yamuna N.
Editorial Board: Dr. M. J. Chandre Gowda, Dr. D. V. S. Reddy,
Dr. B. T. Rayudu, Dr. Thimmappa K. and
Dr. D. V. Kolekar

