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## Director's Message

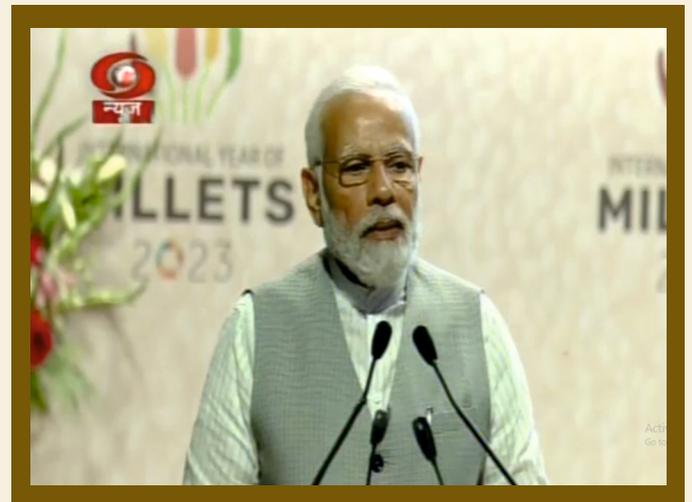
India currently is working in a double leadership mode – one with its G20 Presidency and the other with its mission to elevate Millets as the crops of the future. Ever since India got the mandate from UN to promote the year of 2023 as the International Year of Millets, it has raised hopes for so many farmers around the world who are looking for the economic benefits embedded in the millet revolution. This wonder crop, which is used as both food and fodder, is highly drought-tolerant in nature and can even grow in low fertile land. India has rightly identified the revolutionary changes that Millets are so easily capable of bringing for the entire mankind. This timely acknowledgement accompanied with right actions (Getting Millets to become the king crop of 2023) can really reverse the whole global food order towards healthy, fibrous, and nutritious food intake. The priorities set in promotion of millets globally through the G 20 programmes integrates with NITI Aayog's seven-year National Development Agenda and the medium term Three Year Action Agenda as well as the Union Budget represent the key overarching framework for the agriculture sector.

The above strategies evolved by our Hon'ble prime Minister for bringing global recognition to millets and focus areas of G 20 clearly support smallholders in enhancing productivity and competitiveness and in improving livelihood and reducing rural poverty for disadvantaged groups located not only in India but globally. Therefore, aim of this year Annual Action Plan for KVKs scheduled during the month of April 2023 and Zonal workshop 2023 will be complementing efforts of the GoI in designing the above post-Green Revolution future for the country, wherein agri-food systems can further nutritional targets, enhance livelihoods and safeguard human and ecological health. Let us all join together with an aim to bring in technological revolution in the cultivation of millets, improve awareness and consumption of millets through designing relevant KVK programmes and events to bring the millet revolution as a part of our rainbow revolution.

(V. VENKATASUBRAMANIAN)

## Global Millets (Shree Anna) Conference

Hon'ble Prime Minister, Shri Narendra Modi inaugurated the Global Millets (Shree Anna) Conference at Subramaniam Hall, NASC Complex, IARI Campus, PUSA New Delhi on 18 March 2023. KVKs pan India arranged live webcasting of PM's programme. A total of 2689 participants viewed live telecast programme at their respective KVKs of Kerala, Karnataka and Lakshadweep. Union Minister for Agriculture and Farmers' Welfare, Shri Narendra Singh Tomar, Union Minister for External Affairs, Dr Subrahmanyam Jaishankar, Union Minister for Health and Family Welfare, Dr Mansukh Mandaviya, Union Minister for Commerce and Industry, Shri Piyush Goyal and Union Ministers of State for Agriculture and Farmers' Welfare, Shri Kailash Choudhary and Sushri Shobha Karandlaje were present on the occasion among others. International leaders conveyed their messages on the occasion. The two-day global conference had sessions on all important issues related to millets (Shree Anna) like promotion and awareness of millets among producers, consumers and other stakeholders; millets' value chain development; health and nutritional aspects of millets; market linkages; research and development etc.



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# Global Millets (Shree Anna) Conference

(continued from page 1)

Hon'ble Prime Minister inaugurated and visited the Exhibition cum Buyer Seller Meet Pavilion. He also unveiled a Commemorative Stamp and Commemorative Coin. This was followed by the Prime Minister digitally launching a compendium of Indian Millet (Shree Anna) startups and a book of millet (Shree Anna) standards.

Addressing the gathering, Hon'ble Prime Minister congratulated everyone on the organisation of the Global Millets Conference and said that such events are not just a necessity for the global good but also a symbol of India's responsibilities towards the global good. Highlighting the importance of turning a resolution into a desirable outcome, Hon'ble Prime Minister reiterated that the year 2023 was declared the International Year of Millets by the United Nations after persistent efforts by India. He expressed delight that India's campaign is a significant step in this direction when the world is celebrating the International Year of Millets. Hon'ble Prime Minister highlighted that brainstorming sessions will be held on topics such as the farming of millets, millets economy, health benefits, and farmers' income among others with the active participation of Gram Panchayat, Krishi Vigyan Kendras, schools, colleges and agricultural universities along with the Indian embassies and several foreign countries. Hon'ble Prime Minister also highlighted the unveiling of a commemorative coin and a postal stamp to mark the occasion along with the book launch on millet standards and the declaration of the Indian Institute of Millets Research of ICAR as a Global Centre of Excellence



Hon'ble Prime Minister informed the foreign delegates about India's branding initiatives for millets as India now calls millets - Shree Anna. He elaborated that Shri Anna is not limited to just food or farming. Those acquainted with Indian tradition will understand the importance of prefixing Shree before anything. "Shree Anna is becoming a medium of holistic development in India. It is linked with Gaon as well as Garib (Village and the poor)". Shree Anna- a door to prosperity for the small farmers of the country, Shree Anna - the cornerstone of nutrition for crores of countrymen, Shree Anna - felicitation of Adivasi Community, Shree Anna- getting more crops for less water, Shree Anna - a big foundation for chemical-free farming. Shree Anna - a huge help in fighting climate change," he added.



KVK Belagavi II



KVK Kollam



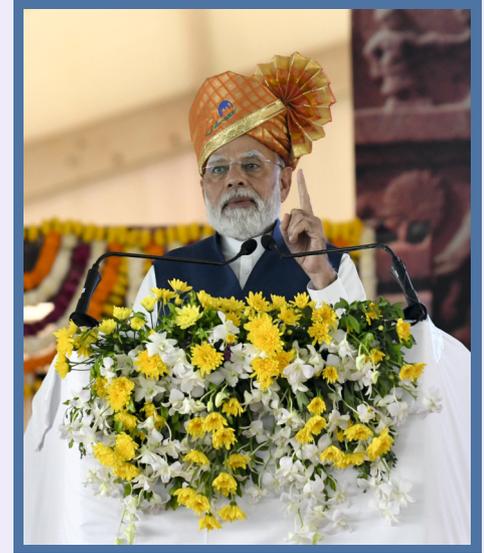
KVK Chikkaballapura



KVK Dharwad

# PM Kisan Samman Nidhi Programme

Hon'ble Prime Minister, Shri Narendra Modi released 13th instalment of the Prime Minister Kisan Samman Nidhi Scheme (PM-KISAN) worth Rs 16,800 crore for over eight crore eligible farmers at an event held at Belagavi, Karnataka on 27 February 2023. KVKs pan India arranged live webcasting of PM's programme. A total of 2343 participants viewed live telecast programme at their respective KVKs of Kerala, Karnataka and Lakshadweep which included the presence of eight Central Ministers/MPs, 11 State Ministers/MLAs and 2151 farmers. Hon'ble Union Minister for Agriculture and Farmers Welfare Shri Narendra Singh Tomar, Hon'ble Chief Minister of Karnataka Shri Basavaraja Bommai, Hon'ble Union Minister of State for Agriculture and Farmers Welfare Sushri Shobha Karandlaje etc. were present in this event. Speaking during event, Hon'ble Prime Minister highlighted the significance of the PM Kisan Samman Nidhi scheme, which aims to provide financial assistance to farmers across India. He emphasized that every farmer in the country has received a special gift through the latest tranche of funds from PM Kisan Samman Nidhi. Hon'ble Prime Minister further added that the scheme has provided immense benefits to farmers by transferring funds without the involvement of middlemen



Hon'ble Prime Minister emphasized that the government is dedicated to supporting the small farmers of the country and is continuously working towards their welfare. He mentioned that till now, 2.5 lakh crore rupees have been deposited in the accounts of small farmers through PM KISAN Samman Nidhi, out of which more than 50,000 crores have been deposited in the accounts of women farmers.

Hon'ble Prime Minister emphasized the use of technology and its direct benefits to farmers. He cited examples such as Jan Dhan bank accounts, mobile connections, and Aadhar, which have enabled farmers to avail of various government schemes and benefits. Hon'ble Prime Minister also highlighted the government's efforts to connect farmers to Kisan Credit Cards, which would enable them to access bank support at any required step. Hon'ble Prime Minister underlined the increase in the agricultural budget from 25,000 crores before 2014 to 1,25,000 crores now.

Hon'ble Prime Minister mentioned that focusing on natural farming would reduce the costs for the farmer. He emphasized that measures like the PM PRANAM scheme would further reduce expenses on fertilizers. Through this scheme, farmers can use cow dung and urine to make compost and natural pesticides, reducing their dependence on chemical fertilizers

Hon'ble Prime Minister emphasized that the Union Budget presented this year addressed the future needs of agriculture along with the current concerns. According to him, this year's needs were for storage, reducing costs in farming, and organizing small farmers. He noted that this is why the Budget had emphasized storage facilities and focused on cooperatives. Hon'ble Prime Minister stressed that the government is committed to reducing the burden on farmers and providing them with the necessary support to succeed.

He stressed the need to revive the traditional strengths of coarse grains or millets, which have the capability to withstand any climate. Hon'ble Prime Minister highlighted the benefits of Shri Anna, which requires less effort and water while doubling the benefits for farmers. He also mentioned this year's budget provision providing a rebate on tax on cooperative sugarcane payment of the amount payable before 2016-17, which will give relief to the sugar cooperative to the tune of 10 thousand crores. Ethanol blending in petrol has increased from 1.5 percent to 10 percent in the last nine years, and the government is already targeting 20 percent ethanol blending in petrol which helps in increase in income of sugarcane farmers.



KVK Kodagu



KVK Udipi



KVK Wayanad

# New Administrative building of KVK Chikkamagaluru Inaugurated



Sushri Shobha Karandlaje, Hon'ble Union Minister of State for Agriculture and Farmer Welfare, Government of India inaugurated the new administrative building of Krishi Vigyan Kendra, Chikkamagaluru on 10.01.2023.

Hon'ble Minister emphasized that integrated agriculture university is good for the farmers. Further, 1.32 lakhs crore is released every year for the welfare of agriculture sector by the central government. The food grains produced in our country is abundant and self sufficient. But farmers lack knowledge about market and market information to get remunerative price for their produce. Farmers should become entrepreneurs and start preparation of value added products from the agricultural and horticultural crops to get more income. She told cold storage facility will be established in Tarikere taluk of Chikkamagaluru district for the benefit of onion and vegetable growers where farmers can store their produce when there is glut and lower price in market.

Sri. M. P. Kumaraswamy, Member of Legislative Assembly, Mudigere advised the farmers for effective utilization of central and state schemes and go for integrated farming system for sustainable yield and income for their livelihood security.

Sri. M. K. Pranesh, Deputy Chairman of Karnataka Legislative Council addressed the gathering that government initiated schemes, research projects and extension activities should be reached nook and corner of the villages.



Dr. V. Venkatasubramanian, Director, ATARI, Zone-XI, Bengaluru released the special poster cover on Chikkamagaluru district products – “Spice based products” under the aegis of the one district one product (ODOP). Further, briefed that various schemes and research oriented projects are implemented by the central government on Climate Resilient agriculture in order to overcome ill effect of climate change on crops. Technical bulletin on natural farming, newsletter and vegetable seed kit were released by the chief guest. Staff of KVK, ZAHRS, COH, Mudigere and more than 600 farmers, and students of COH, Mudigere graced the occasion.



# Foundation Stone Laying Ceremony of Farmers Hostel and Common Incubation Centre of KVK Kolar

The foundation stone laying ceremony of “Farmers Hostel and Common Incubation Centre” of ICAR-Krishi Vigyan Kendra, Kolar was organized on 19th January, 2023. Sushri Shobha Karandlaje, Hon’ble State Minister for Agriculture and Farmers Welfare, Govt. of India inaugurated the programme. Shri. K. Srinivasgowda, Hon’ble Member, Legislative Assembly Constituency, Kolar presided over the function.

In the inaugural speech the Hon’ble Minister pointed that farmers are the backbone of our country and supporting the farmers shall be our first priority. In this direction, establishment of tomato incubation centre is the first step to manage the glut in the market. New project on establishment of cold storage unit worth of 5.32 crore at Maluru taluk has also been sanctioned for the benefit of the farmers in the district. Construction of Farmers hostel worth Rs. 80.00 lakh will also start soon which helps to disseminate new technologies such as improved crop hybrids, good management practices, natural and organic farming *etc.* through residential trainings to farmers. Also highlighted the importance of having residue analysis laboratory for export of the produce to different countries. In this direction, upcoming APMC in district should have facilities such as cold storage, residue analysis lab and waste management facility.



The KVK and line departments work together for effective transfer of technologies from laboratory to field. The central government is making all efforts to support start-ups for the youth to stand on their own feet and food processing is also one of the lucrative opportunity where individuals, farmers or FPOs can start small start-ups for producing value added products.

Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru mentioned that the ICAR through its research centers are developing advanced technologies and are being disseminated through KVKs located throughout the country.

Sri. K. Srinivasa Gowda, Hon’ble Member of Legislative Assembly, Kolar urged to take necessary steps to give reasonable price for all the vegetables and fruits produced by farmers and emphasized the need to establish many processing units which will address the issue.



Dr. K.M. Indires, Hon’ble Vice Chancellor, welcomed all the dignitaries, farmers and media persons and emphasized on the need for construction of Farmers Hostel through which KVK can impart trainings effectively by residential trainings and need of the tomato processing Unit in view of large scale production and unstable prices in the district and also pointed that the CIC will help farmers to realize better prices through processing and value addition.



Folders on natural farming, minor millets for better health and elite varieties of jackfruit and also CDs on Agriculture Residue Management and Integrated Farming System were released by the dignitaries during the occasion.

# Hon'ble MoS Sushri Shobha Karandlaje laid the foundation stone of Farmers Hostel at KVK Vijayapura-I and unveiled the building of Farmers Hostel at KVK Vijayapura-II



Hon'ble Union Minister of State for Agriculture & Farmers Welfare, Government of India, Sushri Shobha Karandlaje laid the foundation stone of Farmers' Hostel at KVK Vijayapura-I and unveiled the building of Farmers Hostel at KVK Vijayapura-II (Indi) on 22.02.2023 at Krishi Vigyan Kendra, Hittinahalli farm, Vijayapura, Karnataka

In her inaugural speech, Hon'ble minister mentioned that the government has been ensuring the development of various new technologies in agriculture and giving priority for packaging, processing and transportation of agricultural goods to ensure better price for agricultural



products. Dr. P. L. Patil, Hon'ble Vice Chancellor, University of Agriculture Sciences, Dharwad; Dr. V. Venkatasubramanian, Director ICAR-ATARI, Bengaluru, Zone XI and Dr. A. S. Vastrad, Director of Extension, UAS, Dharwad were present on the occasion. Nearly 500 farmers, officials from UAS, Dharwad and KVK staff participated in the inaugural function.



# Honouring of Padma Shree Cheruvayal Raman and inauguration of marketing mall of KVK Wayanad



Shri Cheruvayal Raman, who has been chosen for the conferment of Padma Shri Award 2023, was felicitated on the occasion.

Shri Raman has been conserving 55 indigenous rice varieties, different species of trees, herbs and spices on his three acres plot. He is popularly known as the rice man of Kerala, and had won many prestigious awards including National Plant Genome Saviour award instituted by the Protection of Plant Varieties and Farmers Right Authority in 2016.



Rural marketing mall was inaugurated in the premises of the KVK Wayanad on 17.02.2023. The mall was jointly inaugurated by Dr Venkatasubramanian, Director ATARI zone XI and Shri Cheruvayal Raman.



All the inputs produced by KVK like biofertilizers, biocontrol agents, entomopathogens, sampoorna, Eka, seeds, value added products and planting materials are made available to farming community through this mall.



# Arecanut (Supari) farmers offer Natural Dye for Textiles

A Silent revolution is going on in parts of Karnataka in the districts of Udupi and South Karnataka districts where the farmers are preparing 'Adike Chogaru' (arecanut syrup), a tannin rich byproduct obtained during the post-harvest processing of red arecanut makes a lovely brown colored textile dye. This brown is colour of mother earth, colour of life, that's so dear for sons of the soil.

This areca syrup is a most neglected resource at farmers houses. It is mainly used for coloring and re-coloring of red arecanut by the traders. Being sold for Rs 5 to 15 per litre, it is next only to waste material. In many red arecanut areas, this areca syrup is not kept separately for any use. It is just thrown away.

At present about four lakh liters of Adike Chogaru is produced in four areca growing taluks viz., Sagar, Sirsi, Yallapur and Siddapur. This can be doubled or tripled. Adike Patrike a magazine published by farmers for the last 35 years is heading a movement to draw the country's attention to this natural dye. Due to the magazine's efforts, about two dozens of textile units are making trial production of textiles using this colour. Three research organisations - ICAR-Central Institute for Research on Cotton Technology (SIRCOT), Textile Division of Rural Engineering College, Hulkoti, Karnataka and Institute of Chemical Technology, Mumbai are conducting trials on this.

Chemical textile dyes are the second biggest pollutants in the world. Textile industry requires lots of water. These chemical dyes are harmful and even carcinogenic in nature. They have polluted our water resources in a big way. To avoid further health hazard, we have to switch to Natural Textile Dyes like that of Supari.



Pitchuka Srinivas is an internationally known Kalamkari artist. Textiles produced with natural dyes by his 'Shyamala Arts and Crafts' is 100% export oriented. Srinivas had used arecanut colour which was very much impressive. He had decided to add this colour to his productions henceforth. This means, countdown for export of arecanut dyed clothes has begun



Charaka Womens Co-operative of Heggodu, Karnataka is using this arecanut dye since two decades. They make sarees, shirts, chudidars, handbags, curtains and a number of other clothes in their handloom using this colour. Every year, Charaka uses 3,000 litres of Adike Chogaru for dyeing. Suparicolour is the signature colour of this co-operative. Out of all the natural dyes they use, 30 to 40 % is of Supari.

Sankalpa Artist Village, a toy and textile industry that works only with natural dyes has already produced chudidar tops and wooden toys with arecanut dye and released it to the market.

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# Arecanut (Supari) farmers offer Natural Dye for Textiles

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Arecanut dye can be used for wooden toys like Channapatna toys of Karnataka & Etikoppaka toys of Andhra Pradesh. It is already used by these artisans who are very much satisfied with this natural dye. Being a natural dye, toys made with areca colour is safe for children unlike chemical colours,

- A Rajasthani Natural Dye Company, Sodhani Biotech has understood the potential of supari dye. Since 2-3 years, it is exporting spray dried supari natural dye. It has named this colour as "Nut Brown." Sodhani Biotech's customer companies are happy and the company is getting repeat orders from UK, US, Turkey and many other countries.
- The dye generally used in textiles is Kattha, Khadira or *Acacia catechu*. Though this is a Natural dye, it is a forest produce. About 63,000 tonnes of khair wood (*Acacia catechu*) in India is annually consumed for manufacture of cutch & catechu. This results in deforestation. Whereas Supari syrup (produce by *Areca catechu*) is an agriculture produce available in plenty. Money paid for that goes to farmers.
- Karnataka, top producer among Indian States, has about 8 lakh acres of Arecanut (Supari, betel nut, *Areca catechu*) cultivation. Productivity is 0.75 tonnes / Acre. Production: 6 lakh tonnes. Approximately 50% of total area in Karnataka produces red arecanut.
- Arecanut syrup is not only useful as natural textile dye. It is used in ayurvedic diabetic medicine (two Karnataka companies are selling diabetic medicine made from this). It has Anti termite, anti fungal and insecticidal properties too. Unfortunately this is very under researched.
- Two three companies in Coastal Karnataka are making Ice Cream using Adike Chogaru. This is turning popular among arecanut farmers.
- If organised efforts are made to introduce and promote supari dye, it can augment lakhs of farmers income in a considerable way. Its export would bring more fortune to supari farmers. With serious multi disciplinary research it can find good many uses as industrial raw material. If it is successful in termite control, that one use itself will bring much more value to arecanut syrup.

# Capacity Development Programme for FPOs of Karnataka under Common Service Centre



Capacity Development Programme for FPOs of Karnataka under Common Service Centre was inaugurated by Dr. Udham Singh Gautam, Deputy Director General, Division of Agricultural Extension, ICAR, New Delhi at ICAR-KVK Kodagu on 13.3.2023. DDG (AE) in his inaugural address emphasized the role played by KVK system in collaboration with 12 ministries of Government of India towards rural development in general and agricultural development in particular.



The program was graced by Dr. Rajashri Roy Burman, Assistant Director General (AE), Mr. Devinder Kumar Rusagi, Vice president - Agriculture, Common Service Center, e-governance service India Limited, Ministry of Electronics and IT, GOI, New Delhi and Dr. V. Venktasurbramanian, Director, ICAR-ATARI Bengaluru. All the above dignitaries highlighted the importance of collaborative work of FPO, KVK and Common Service Centers in doubling the farmers income in the country. Dr. Mallikarjun B. Hanji, Nodal Officer, ICAR-ATARI Bengaluru welcomed the dignitaries and others. Mr. Devaiah, Senior Scientist and Head, KVK Kodagu proposed vote of thanks. The 20 officers of Sri Kshetra Dharmasthala Rural Development Project were being participated in the 15 days programme. A live telecast of the inaugural programme was done through YouTube to benefit FPO members across India through KVK network.



# Hon'ble DDG (AE), Dr. U S Gautam visits ICAR-ATARI Bengaluru and ICAR-KVK Mysuru

Dr. Udham Singh Gautam, Deputy Director General, Division of Agricultural Extension, ICAR, New Delhi visited ICAR-ATARI Bengaluru on 12.3.2023. He was accompanied by Dr. Rajashri Roy Burman, Assistant Director General (AE), ICAR, New Delhi.



DDG (AE) in his address to staff of ATARI Bengaluru highlighted the role played by KVK system, operationalization of guidelines, staff position, G20 meetings, celebration of international year of millets, natural farming implementation, drone project implementation, visibility of KVK system etc.

Dr. Burman, ADG (AE) emphasized on need of renewal guidelines and MoUs, staffing of KVKs, etc.

Dr. V. Venkatasubramanian, Director, ICAR -ATARI Bengaluru briefly presented the achievements of ICAR-ATARI Bengaluru.



**Meeting on Review of MoU/MoA, Revision of Administrative and Financial Guidelines for Operation of KVKs was held.**



Dr. Udham Singh Gautam, Deputy Director General, Division of Agricultural Extension, ICAR, New Delhi and Dr. Rajashri Roy Burman, Assistant Director General (AE) visited ICAR JSS KVK on 13th March 2023. DDG (AE) appreciated the agri clinic and seed production activities of KVK Mysuru, and distributed the gardner training manual to ASCI skill development programme trainees. The officials visited KVK farm, IFS model, Jeevamrutha unit, vermicompost unit, Goshala, Viboothi production unit, nursery unit, dragon fruit block, Medicinal block etc., appreciated the scientists for the well maintenance of KVK farm and demo units. .

# Swachhta Pakhwada

ICAR-ATARI, Bengaluru observed Swachhta Pakhwada from 16 to 31 December, 2022. All the staff of the Institute and KVKs in Zone XI actively involved in various activities during the period for the cause of Swachhta and organized activities on various aspects such as basic maintenance for clean and green campus.

The activities organized include housekeeping, cleaning of guest house, institute buildings & toilets, campus, etc., sanitation, cleaning and beautification of surrounding areas, digitization of office records/ e-office, vermicomposting/ composting of biodegradable waste and other activities on generation of wealth from waste, recycling of used water for agriculture/ horticulture purpose, swachhta awareness programmes at local level, swachhta workshops, participation in swachhta pledge, displaying of banner, competitions, campaign through involvement of print & electronic media, programmes by involvement of the farmers, farm women and village youth in their adopted villages and yoga with the participation of 20625 participants.



ICAR-ATARI,  
Bengaluru



KVK,  
Davanagere



KVK,  
Pathanamthitta



KVK Idukki



KVK Belagavi II



KVK Kodagu



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

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