

समृद्धि

इसरोवेवो



# ICAR-ATARI Bengaluru NEWSLETTER



July to September, 2024

Volume - 5 : Issue - 3



## Director's Message

### Kisan Samridhhi: Towards Prosperity Revolution of Farmers

Krishi Vigyan Kendras, an Agriculture Gateway touching new horizons in Indian Agriculture having one of the mandated activities in empowering farming community with the production of quality technological products (seeds, planting materials, bio-agents, and livestock) and make it available to farmers. As per the data available, both KVKs and their associated selected FPOs/SHGs/Entrepreneurs could be able to produce the products/produce worth of Rs. 62.47 crore during 2023-24. This year's Zonal Workshop theme "Strengthening KVK's as Resource centers through seeds, planting material and bioproducts" aligns perfectly with the government campaign "Plant for Mother" by providing essential resources and promoting sustainable agricultural practices, KVKs can play a crucial role in encouraging farmers to adopt eco-friendly farming methods, preserving biodiversity, improving food security and livelihoods.

As of now, farmers are getting these products through on-site sales at KVKs which is a difficult proposition for farmers to visit KVKs in person and procuring these products. To help the farmers in getting these products at their doorstep efforts should be taken on bringing transformation in making available these products to farming community with easy access. Hence an effort has been initiated by ICAR-Agricultural Technology Application Research Institute (ICAR-ATARI), Bengaluru in bringing this transformation by adding one more provision of online sales keeping in view the user-friendly digital platform 'Kasan Samridhhi'. Also, KISAN SAMRIDHDI brand is registered for 150 plus products under 11 clauses of which five already granted the trademark certificate and others are under process of awarding certification.

These initiatives will protect farmers from four M's i.e. Monsoon through NICRA activities, Money lenders through FPO's/SHG's, Market and Multinationals through branding, trade mark, and online marketing. This will ensure farmers products in terms of quantity, quality, continuity and cost effectiveness which can bring the **prosperity revolution of farmers**.

(V. VENKATASUBRAMANIAN)

## PM dedicates 109 climate-resilient and bio-fortified varieties of crops

Hon'ble Prime Minister Shri Narendra Modi dedicated 109 high yielding, climate resilient and biofortified varieties of crops to the nation at Indian Agricultural Research Institute, New Delhi on 11 August 2024.

Hon'ble Prime Minister also interacted with the farmers and scientists on the occasion. Discussing the importance of these new crop varieties, Hon'ble Prime Minister stressed on the significance of value addition in agriculture. The farmers said that these new varieties will be highly beneficial as they will help to reduce their expenditure and also have a positive impact on the environment.

Hon'ble Prime Minister discussed the importance of millets and underlined how people are moving towards nutritious food. The farmers appreciated the efforts undertaken by the government for promoting natural farming.



Contd....2



भारत सरकार - 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 dedicates 109 climate-resilient and bio-fortified varieties of crops

(continued from page 1)



The 109 varieties of 61 crops released by the Prime Minister included 34 field crops and 27 horticultural crops. Among the field crops, seeds of various cereals including millets, forage crops, oilseeds, pulses, sugarcane, cotton and other potential crops were released. Among the horticultural crops, different varieties of fruits, vegetable crops, plantation crops, tuber crops, spices, flowers and medicinal crops were released.

Hon'ble Union Minister for Agriculture and Farmers' Welfare Shri Shivraj Singh Chouhan addressed the media, stated that the varieties released will help farmers to produce more and earn more. Hon'ble Minister said that the seeds of these varieties are climate friendly, can yield good crop even in adverse weather and rich in nutrition. The program was best example of lab to land program.

Hon'ble Prime Minister, Shri Narendra Modi, proposed that experts from KVK, ICAR, and State Agricultural Universities engage with farmers on one day in each month. The goal of this exchange should be to tackle a current issue related to agriculture and attempt to identify answers through mutual learning.

Hon'ble Union Ministers of State for Agriculture and Farmers' Welfare, Shri Bhagirath Choudhary and Shri Ram Nath Thakur and DG ICAR & Secretary, DARE, Dr. Himanshu Pathak graced the occasion along with 30 farmers from nearby states and all the DDGs and other officials of ICAR. A total of 2051 participants participated in the programme at their respective KVKs of Kerala, Karnataka and Lakshadweep.



**KVK Dakshina Kannada**



**KVK Haveri**



**KVK Koppal**



**KVK Idukki**

# Celebration of ICAR 96th Foundation and Technology Day

The Indian Council of Agricultural Research (ICAR) celebrated its 96<sup>th</sup> Foundation Day on 16<sup>th</sup> July 2024. Shri. Shivraj Singh Chouhan, Hon'ble Union Minister of Agriculture and Farmers' Welfare & Rural Development and President of ICAR Society graced the occasion as the Chief Guest. He inaugurated the technology exhibition 2024. He urged practicing Natural Farming techniques to maintain the soil health and provide a sustainable environment for the future generation. Shri. Chouhan emphasised introducing model farms for small and marginalised farmers for better production and increased income. The agriculture minister accentuated 'Lab to Land' - Technology based agricultural practises helping farmers in achieving better crop yield & maximise income. He highlighted increasing the production of oilseeds and pulses to reduce the cost of imports and make Indian farmers 'Atmanirbhar'. The Minister accentuated addressing the challenges related to climate-change and contribute in creating a healthy environment. He emphasized India's potential to become the 'Global Food Basket' by maximizing exports and minimizing imports.



Dr. Himanshu Pathak, Secretary (DARE) and Director General (ICAR) highlighted the contributions of ICAR during 2023-24. A total of 323 varieties of 56 crops including cereals, oilseeds, forage crops, and sugarcane were released during 2023-24. IFS models for small and marginal farmers of Andhra Pradesh, Punjab, Bihar and Uttar Pradesh were developed. He presented the achievements of livestock production, fishery, farm equipment, natural resource management and agricultural extension. He also highlighted the agricultural education, skill development and ICAR outreach during the period.

The exhibition displayed various technologies/products developed by ICAR. The major attraction was fruit diversity show displaying nearly 400 mangoes, 80 bananas, 50 temperate fruits and 120 minor fruit varieties. Developers of 40 technologies were felicitated for their outstanding contributions in agricultural developments.



Shri. Rajiv Ranjan Singh, Hon'ble Union Minister of Fisheries, Animal Husbandry and Dairying; Shri. Bhagirath Choudhary; Hon'ble Union Minister of State for Agriculture and Farmers Welfare; Shri. Ram Nath Thakur, Hon'ble Union Minister of State for Agriculture and Farmers Welfare; Prof. S.P. Singh Baghel, Hon'ble Union Minister of State for Fisheries, Animal Husbandry & Dairying and Panchayati Raj; Shri. George Kurian, Hon'ble Union Minister of State for Fisheries, Animal Husbandry & Dairying, and Minority Affairs; Shri. Sanjay Garg, Additional Secretary (DARE) & Secretary (ICAR); Ms. Alka Nangia Arora, Additional secretary (DARE) & Financial Advisor (ICAR) were present during occasion. All the Directors of ICAR-Institutes and senior officials were present in the programme. A total of 2692 participants viewed live telecast programme at their respective KVKs of Kerala, Karnataka and Lakshadweep.



**KVK Belagavi I**



**KVK Idukki**

# KVKs Zonal Workshop 2024



KVKs Zonal Workshop 2024 was held at ICAR-IISR, Kozhikode during 2<sup>nd</sup> to 4<sup>th</sup> September, 2024. This year's Zonal Workshop theme "Strengthening KVKs as Resource Centers through seeds, planting material and bioproducts" aligns perfectly with the government campaign "Plant for Mother" by providing essential resources and promoting sustainable agricultural practices, KVKs can play a crucial role in encouraging farmers to adopt eco-friendly farming methods, preserving biodiversity, improving food security and livelihoods.

On first day, the KVKs zonal workshop participants visited Centre for Water Resources Development and Management, Kunnamangalam. In the afternoon, the participants were involved in World Coconut Day celebration programme organized by KVK, Kozhikode at IISR campus. During the event, Directors of ATARI and IISR distributed coconut seedlings to progressive farmers. The participants visited ICAR-Krishi Vigyan Kendra, IISR, Experimental farm, Peruvannamuzhi and learnt the activities of growing pineapple, tubers, etc. in coconut basins as increasing coconut plantation productivity enhancement. The participants also visited Mr and Mrs Jojojacab's Randublakal Nursery, Panthirikara and learned about the innovative ways of quality seedlings production and ways to earn more through farming activity even with limited land holdings.



On second day, during inaugural programme, Dr. V. Venkatasubramanian, Director, ICAR-ATARI Bengaluru welcomed the participants and the lighting of lamp has been carried by all the esteemed dignitaries present on the dais. Dr. S.N. Sushil, Director, ICAR-National Bureau of Agricultural Insect Resources, Bengaluru delivered special Address, Dr. R. Dinesh, Director, ICAR- Indian Institute of Spices Research, Kozhikode made key note address. During the event, several publications and items were released by the dignitaries.

Contd.....5

# KVKs Zonal Workshop 2024

(continued from page 4)



During the event, the prestigious Kisan Samridhhi Award-2024 was conferred to Dr Pushpalatha, Former DE, KAU and Kisan Samridhhi best women entrepreneur award to Smt. Vasundhara Hegde, Uttara Kannada by Dr. R. R. Burman, ADG (Agricultural Extension), ICAR. Three best spice farmers were awarded by IISR, Kozhikode during occasion. Flag off of SWARNA SAMRIDDHI Spices Yathra of KVK and ICAR-IISR; special ceremony of handing over of the KVK TORCH by KVK Kolar, Karnataka to KVK Lakshadweep were also held.

Dr. R. R. Burman, ADG (AE), ICAR, New Delhi made inaugural address. He expressed about implementing KVKs mandatory programmes and Govt of India's recent initiatives to implement 100 days program, etc. Dr. Jacob John, DE, KAU; Dr M K Naik, former VC, UAHS, Shivamogga; Dr. P. K. Chakrabarty former member of ASRB, New Delhi; Dr. S. B Goudappa, DE, UAS, Raichur and Dr. Manoj P Samuel, Executive Director, CWRDM, Kozhikode along with Heads of 48 KVKs of zone, staff of IISR and KVK Kozhikode graced the occasion.



During technical sessions on day two and three several expert lectures were arranged on different aspects of theme of workshop followed by valedictory function. Dr. P Ratha Krishnan, Principal scientist and Head, Krishi Vigyan Kendra, Kozhikode coordinated the event.

Prior to Zonal Workshop, ICAR-ATARI, Bengaluru organised visits for Plant Protection Scientists working in the KVKs of Karnataka, Kerala and Lakshadweep to ICAR-National Bureau of Agricultural Insect Resources (NBAIR), Bengaluru on June 07, 2024 and ICAR-National Bureau of Agriculturally Important Microorganisms (NBAIM), Mau, Uttar Pradesh during June 10-12, 2024.

# Inter Zonal Workshop for operationalization of 'Kisan Samridhi' Online Marketing Platform

ICAR-ATARI, Bengaluru, ICAR-ATARI, Pune & ICAR-Shri Siddhagiri Krishi Vigyan Kendra, Kolhapur organized an Inter Zonal Workshop for operationalization of 'Kisan Samridhi' an Online Marketing Platform on 20<sup>th</sup> July, 2024 at KVK Kolhapur-II. "Kisan Samridhi" is developed by ICAR-KVK, Pathanamthitta & ICAR-ATARI, Bengaluru to provide marketing platform for KVK's and its associated farmer products.



Workshop was inaugurated by P.P. Adrushya Kadsiddheshwar Swami Ji, Chairman, ICAR-Shri Siddhagiri Krishi Vigyan Kendra, Kolhapur, Maharashtra in presence of Dr. V. Venkatasubramanian, Director, ICAR-ATARI Bengaluru, Dr. S.K. Roy, Director, ICAR-ATARI Pune.

P. P. Adrushya Kadsiddheshwar Swami Ji, Chairman, ICAR-Shri Siddhagiri Krishi Vigyan Kendra, Kolhapur urged the KVKs to develop quality and peculiar products from their respective KVKs. He also stressed on more number of products from FPOs should also be available online regulated by respective KVKs.

Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru emphasised kind of challenges that agriculture and agri based market faced and to negate these challenges 'Kisan Samridhi' Online Marketing Platform can be a game changer for KVKs and FPOs based products. Dr. S.K. Roy, Director, ICAR-ATARI, Pune pointed about the Need of online marketing platform like 'Kisan Samridhi' to enhance the visibility of KVKs and FPOs products to open market

Dr. C. P. Robert, Senior Scientist & Head, ICAR-KVK, Pathanamthitta, Kerala talked about the functioning of 'Kisan Samridhi' online marketing platform, its latest development and gave orientation to participants. Dr. Ravindra Singh, Senior Scientist & Head, Shri Siddhagiri Krishi Vigyan Kendra, Kolhapur, urged the FPOs to develop the products for online marketing with the technical help of KVK.

In the workshop officials from 08 KVKs from ICAR-ATARI, Bengaluru and 05 KVKs from ICAR-ATARI, Pune participated in the program. About 30 KVKs participated in the program virtually. 21 FPOs representative from Karnataka and Maharashtra also participated in the program. A total of more than 110 participants participated in the workshop. After workshop all the participants get acquainted with the activities, facilities and demonstration units of ICAR-Shri Siddhagiri Krishi Vigyan Kendra, Kolhapur.



# Golden Jubilee Celebration



# Golden Jubilee Celebration (continued from page 7)



# Golden Jubilee Celebration (continued from page 8)



KVK Vijayapura I



KVK Vijayapura II



KVK Thumkur I



KVK Uttar Kannada



KVK Ernakulum



KVK Bengaluru Rural



KVK Bidar



KVK Kalaburagi II

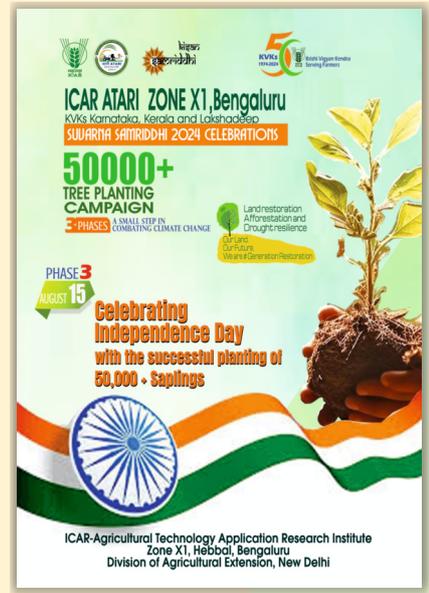
# 50000+ Tree Plantation Campaign

As part of KVK Swarna Samridhi 2024 celebrations marking 50 years, KVKs of ICAR-ATARI, Bengaluru have carried out 50000+ tree plantation campaign across Karnataka, Kerala and Lakshadweep in three phases: World Environment Day, the 96<sup>th</sup> ICAR Foundation Day, and Independence Day 2024.

The first phase drive began with planting tree saplings in the ICAR-ATARI campus on World Environment Day, 05 June, 2024, in the presence of Dr. S. N. Sushil, Director, ICAR – NBAIR Bengaluru, Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru and staff of the institute. Subsequently, all the KVKs of ICAR-ATARI Bengaluru planted 19370 tree plantings during the event.

The second phase of tree planting in Zone-XI was taken up on the occasion of the 96<sup>th</sup> ICAR Foundation Day Celebrations on July 16, 2024, wherein KVKs planted 22911 tree saplings across Karnataka, Kerala and Lakshadweep.

The third phase of campaign was held on Independence Day 2024 wherein KVKs of zone XI planted 21565 tree saplings at all districts of Karnataka, Kerala and Lakshadweep. Thus, a total of 63846 tree saplings were planted throughout the 50000+ tree plantation campaign



KVK Belagavi II



KVK Chikkaballapura



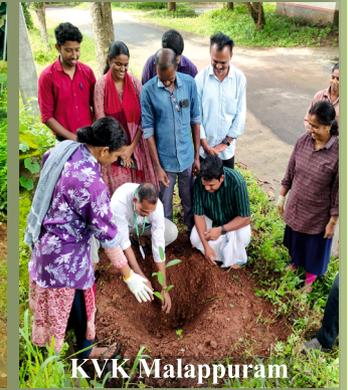
KVK Ramanagara



KVK Kasaragod



KVK Pathanamthitta



KVK Malappuram



KVK Dakshina Kannada



KVK Kolar

# Annual Swachhata Hi Sewa (SHS) fortnight

The annual Swachhata Hi Sewa (SHS) fortnight was organized as a part of Swachh Bharat Mission-Grameen and Urban during 15 September - 02 October 2024. The theme of SHS-2024 was 'Swabhav Swachchhta-Sanskaar Swachchhta' with focus on visible cleanliness and welfare of Safai Mitras. Spirit of cleanliness activities was voluntarism/shramdaan. The focus of these swachhata drives was on high footfall public places like bus stands, railway stations, beaches, tourist places, zoos, national parks & sanctuaries, historical monuments, heritage sites, river fronts, ghats, drains and nallahs etc. in both rural & urban areas. A total of 19043 participants participated in Swachhata Hi Sewa activities at their respective 48 KVKs of Kerala, Karnataka and Lakshadweep.



KVK Bengaluru Rural



KVK Kolar



KVK Shivamogga



KVK Kasaragod



KVK Gadag



KVK Alappuzha



KVK Pathanamthitta

# Wrap up session of the committee constituted for operationalization of KISAN SAMRIDDHI Online platform



Wrap up session of the committee constituted for operationalization of KISAN SAMRIDDHI Online platform was organised at KVK, Thrissur on 28-29.8.2024



Dr. V. Venkatasubramanian, Director, ATARI-Zone XI welcomed the gathering and highlighted the need for promotion of online marketing system to make our products accessible and visible throughout the world. He introduced chairmen of the committee, Dr. S. Prabhu Kumar, former Director, ICAR-ATARI, Ludhiana and Dr. M. R. Dinesh, former Director, ICAR-IIHR -Bengaluru.



Dr. Jacob John, Director of Extension, Kerala Agricultural University in his special remarks commented the relevance of an online marketing system for selling products of KVK and KVK supported agripreneurs.

Dr. S. Prabhu Kumar, former Director, ICAR-ATARI, Zone I and Zone XI briefly stated about the relevance of online marketing, branding, administrative set up of the portal and guidelines for the overall successful running of the system.

Dr. C. P. Robert, Senior Scientist and Head, KVK, Pathanamthitta made brief presentation on KISAN SAMRIDDHI Online marketing platform. A total 66 participants including KVK Heads and FPO members were present in the meeting physically and online, and gave valuable feedback. Dr. Mary Regina F., Programme Coordinator, KVK, Thrissur coordinated the programme.



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, Dr. B. T. Rayudu 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

