

समृद्धि

इसरोवेवीहो



# ICAR-ATARI Bengaluru NEWSLETTER



October - December, 2024

Volume - 5 : Issue - 4



## Director's Message

At grass root level KVKs are bringing transformation in the lives of the people around through technological interventions and strengthening human adaptability to the change process. Quality leadership by KVK heads and staff are the essential part of change process. ICAR-ATARI Bengaluru is taking all steps to mentor the KVK colleagues with the essentials of effective communication, planning, monitoring and evaluation, budget utilisation, innovations and technological options available.

It is to be kept in mind that leaders in any sphere face the dual challenge of connecting with self and others. Quality of leadership depends on the fundamental constitution of leader. The essential is one need to manage himself before attempting to manage anything external in life. A leader is one who is well understood his true nature and act holistically and complete in all aspects. We are all leaders in a way as people around constantly emulate us, seek our inspiration, guidance, support and crave for our attention, love and compassion. The secret of management is how well the leader successfully relates him to the people and world. Mechanically following the routine practices in the conduct of their business laid down by the modern business school cannot serve the purpose. Common leadership obstacles are deep rooted beliefs, thoughts, fixations and mind sets. These lead to internal rigidity which in turn creates difficulty for the leaders to successfully relate them with the policies, problems, people and programmes.

We as leaders therefore need to attain mastery of self, appreciate the differences in capacities and competencies of our people around and capable of successfully relate and integrate them for achieving the goal. Let us celebrate our achievements during 2024 and welcome the New Year 2025 with our preparations to address the challenges posed before us. **Wishing you all a Happy New Year 2025.**

(V. VENKATASUBRAMANIAN)

## PM Kisan Samman Nidhi Programme

Hon'ble Prime Minister, Shri Narendra Modi released 18<sup>th</sup> installment of PM Kisan Samman Nidhi on 5<sup>th</sup> October 2024 in Washim, Maharashtra. During the occasion Hon'ble Prime Minister, launched various initiatives related to the agricultural and animal husbandry sector worth around Rs 23,300 crore. The initiatives include disbursing the 18<sup>th</sup> installment of the PM-KISAN Samman Nidhi, launching the 5<sup>th</sup> installment of NaMo Shetkari Mahasanman Nidhi Yojana, the dedication of more than 7,500 projects under the Agriculture Infrastructure Fund (AIF), 9,200 Farmer Producer Organizations, five solar parks across Maharashtra with a total capacity of 19 MW and the launch of Unified Genomic Chip for cattle and indigenous sex-sorted semen technology. Governor of Maharashtra, Shri C P Radhakrishnan, Chief Minister of Maharashtra, Shri Eknath Shinde, Deputy Chief Ministers of Maharashtra, Shri Devendra Fadnavis and Shri Ajit Pawar, Union Minister for Agriculture and Farmers' Welfare, Shri Shivraj Singh Chauhan, and Union Minister of Fisheries, Animal Husbandry and Dairy, Shri Rajiv Ranjan were present on the occasion among others.



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 while dedicating multiple projects concerning Farmer Producer Organizations worth hundreds of crores, stated that "government's every decision, every policy is committed to Viksit Bharat, and farmers are the major foundation of this vision. Throwing light on the major steps taken to strengthen the farmers of India, the Prime Minister mentioned of 9,200 Farmer Producer Organizations (FPOs) and several key agricultural infrastructure projects to bolster the storage, processing, and management capabilities of agricultural products, thereby increasing the income of the farmers .



**KVK Belagavi I**



**KVK Belagavi II**



**KVK Chikkamagaluru**



**KVK Gadag**



**KVK Alappuzha**



**KVK Idukki**

A total of 2429 participants viewed live telecast programme at their respective KVKs of Kerala, Karnataka and Lakshadweep .

# Union Minister of state Sri. George Kurien inaugurated Tribal Sub Plan(TSP) activities of KVK Kottayam

During a grand ceremony at the high range village Thalanad of Kottayam District, Union Minister of state for minorities, fisheries, animal husbandry and dairying, Sri. George Kurien urged the farmers to utilise all the incentives and schemes from various strata of government for the benefit of agriculture sector. He also emphasized that it is the right of farmers to get all such incentives from governments. More than 200 farmers from about 150 tribal families of Thalanad village attended the program .

A seminar on use of various bio control agents in pest and disease control of vegetables and plantation crops in the area was handled by Dr. Smitha Revi, Asst. Professor (Plant protection). Another session on scientific practices in vegetable cultivation was handled by Mr. Manuel Alex, Asst. Professor (Horticulture).

Various bio control agents like Bt and Iceria in liquid formulations from NBAIR Bengaluru, Trichoderma talc formulation and trichoderma enriched organic manure and micronutrient mixture 'Ayar' were distributed to all farmers in the 'Kissan Kit' issued from KVK Kottayam .

Program was attended by representatives of district, block and grama panchayaths of the district. Senior scientist and Head Dr Jayalakshmi G gave the keynote address explaining various activities of KVK Under TSP. The Principal Agriculture Officer, Deputy Directors, Assistant Directors and Agriculture officers from the district attended the program. All the SMSs of KVK were also part of the program.



# Biocontrol Laboratory at KVK Kannur: A New Era in Eco-friendly Farming

On October 6<sup>th</sup>, 2024, the Biocontrol Laboratory at Krishi Vigyan Kendra, Kannur, funded by the State Horticulture Mission, was inaugurated by Sri. P. Prasad, the Hon'ble Minister for Agriculture Development and Farmer's Welfare, Kerala. The event, presided over by Hon'ble MLA of Thaliparamba, Sri. M. V. Govindan Master, marked a significant step toward promoting sustainable agriculture

Dr. Jayaraj P., Senior Scientist and Head, KVK, warmly welcomed the dignitaries and attendees. In a ceremonial gesture, a kit of biocontrol agents produced in the lab was presented to the frontline farmer Sri. Parameswaran Nair by the Hon'ble Minister



Adding a technological edge, the Hon'ble Minister and MLA unveiled "Krishi Jalakam," a collection of QR codes offering access to KVK's extensive knowledge resources. Smt. P. P. Divya, President of the District Panchayat, released the publication "Paristhithi Souhrida Sasya Samrakshanam," a comprehensive handbook on eco-friendly plant protection, along with informative leaflets on biofertilizers, entomopathogenic nematodes (EPNs), and nano pheromone traps.



The function also honored Kannur's National and State Award-winning farmers, including Smt. Bindu K. (Karshaka Thilakam Award), Sri. Augustin Thomas (Kshoni Samrakshana Award), Mayyil Rice Producers Company (Best FPO Award), Sri. Shimjith N. (State Biodiversity Board Award), and Rahul Govind (National Millionaire Farmer Award). M/S Glory Constructions were also recognized for their dedicated work in constructing the Biocontrol Lab.



A vibrant "Selfie Point" was inaugurated by the Hon'ble Minister, adding an interactive element for visitors at KVK.

The event was graced by various prominent figures, including Adv. K. K. Ratnakumari (District Panchayat Standing Committee Chairman), Smt. Seena V. M. (President, Grama Panchayat, Kurumathur), Sri. Shanoj P. P. (Block Panchayath Member), Dr. Nidheesh P. (GC Member, Kerala Agricultural University), Sri. M. N. Pradeepan (Principal Agricultural Officer, Kannur), Smt. Bipathu P. (Ward Member) and Dr. Vikram H. C. (Head, Pepper Research Station, Panniyur), who delivered heartfelt felicitation addresses. Dr. Manju K. P., Principal Investigator of the project and Assistant Professor (Entomology), KVK, concluded the ceremony with a vote of thanks. The inauguration was attended by staff of KVK and PRS, frontline farmers, FPO representatives, and other key stakeholders, marking a new milestone in Kannur's agricultural landscape.

## Details of Biocontrol lab at the Krishi Vigyan Kendra, Kannur

The biocontrol lab has been set up with a financial assistance of Rs. 89.55 lakhs to produce beneficial microorganisms and make them available to the farmers in time.

**A) Bioagents for insect pest management :** *Beauveria bassiana*, *Lecanicillium lecanii*, *Metarhizium*, and entomopathogenic nematodes (EPNs), are produced in the biocontrol lab.

**B) Bioagents for disease management :** *Trichoderma*, *Pseudomonas* (Talc and liquid formulation), PGPR Mix 2, *Trichoderma coirpith* Cake, etc. are also produced. The lab is equipped with advanced equipment for the production of pseudomonas in solution form.

**c) Biofertilizers :** The lab has also started production of biofertilizers such as Rhizobium, Azotobacter, Azospirillum, Mycorrhiza, and PGPR Mix 1, which are helpful in plant growth. These biofertilisers provide elements from the soil to the plants and help in their growth.

# Visit of Dr. Udham Singh Gautam, DDG (Agil.Extension) to ICAR-IIHR-KVK Hirehalli Tumakuru



**On October 24, 2024, Dr. Udham Singh Gautam, the Hon'ble Deputy Director General (Agricultural Extension) of ICAR, visited the Krishi Vigyan Kendra (KVK) in Hirehalli, Tumakuru and interacted with the farmers from FPOs, SHGs and Entrepreneurs.**

During his visit, Dr. Gautam explored several key facilities that are useful for farmers. These included the NBB-sponsored Honey Testing Laboratory, Soil & Water Testing Lab, Mushroom Cultivation and Food Processing Labs, Seed Production Unit, Foliar Nutrient Production Unit, and bio-pesticide and bio-fertilizer production units. These facilities play a crucial role in promoting sustainable and innovative farming practices in the region.



Following the laboratory tours, Dr. Gautam visited the instructional farm at ICAR-KVK, where he observed live demonstrations conducted by the KVK team. He expressed his appreciation for the dedication and practical approach showcased by the team at KVK Hirehalli, which aligns with the national goals of agricultural innovation and sustainability.

Dr. V. Venkatasubramanian, Director of ICAR-ATARI, Bengaluru, accompanied Dr. Gautam during the visit and praised the KVK team's efforts in establishing and maintaining the many facilities on campus. Dr. Loganandhan N., Principal Scientist and Head of KVK Hirehalli, also presented a summary of KVK's major achievements and ongoing projects, which received commendations from Dr. Gautam. The visit underscored the commitment to fostering agricultural advancements and empowering farmers through practical demonstrations and resourceful facilities at the KVK.



# Rejoicing the first COCO FEST -2024 (Coconut Festival) of Lakshadweep Islands lead by KVK-Lakshadweep



The Coco Fest-2024 (Coconut Festival) of Lakshadweep Islands was organised by Krishi Vigyan Kendra (KVK) of Lakshadweep, ICAR-CMFRI, Kochi from 20-22 November, 2024 at Kavaratti. The other joint organisers of the festival were ICAR-Agricultural Technology Application Research Institute, Bangalore, KICPCoS- Farmer Producer Organisation, Kavaratti promoted by KVK, Department of Agriculture, UT Administration of Lakshadweep. Technically the festival was supported by ICAR-CPCRI, Kasaragod and other Research and Development Organisations from different states.

The Coco Fest - 2024 was inaugurated by Dr. Udham Singh Gautam, Deputy Director General (Agricultural Extension) ICAR, New Delhi in the presence of Dr. Grinson George, Director, ICAR-CMFRI, Kochi, Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru, Dr. K. B. Hebbar, Director, ICAR-CPCRI, Kasaragod, Dr. J. Dinakara Adiga, Director, ICAR-DCR, Puttur and others. In his inaugural address, Dr. Gautam emphasized the importance of safeguarding coconut trees and introducing innovative strategies to enhance coconut production and productivity .



The event aimed to strengthen the role of coconut as a cornerstone of the Islanders' livelihoods and traditions, uniting diverse stakeholders under one platform to promote sustainable practices and innovations. Coco Fest-2024 is first of its kind in Lakshadweep, aimed at reinforcing the significance of coconuts in preserving and holding the traditions and promoting sustainable livelihoods. The festival was a fusion of symbolizing culture, art and technology imbibed with coconut. Coco Fest-2024 had art and culture, music, dance, adventure, sports, exhibitions, competitions and various other activities. It was attended by progressive farmers, entrepreneurs, owners of oil mill expeller units, Self Help Group (SHG) members, general public from all the islands of Lakshadweep, social workers, extension workers, students and other stakeholders. The exhibition of the festival had 54 exhibitors showcasing their activities and technological innovations related to coconut.

Additionally, 72 experts from the mainland participated with their exhibits and took part in the other events. The experts represented from ICAR Research Institutes, KVKs, FPOs, private sector and other development departments. The three-day Coconut Festival, witnessed an overwhelming turnout as thousands of islanders gathered in a vibrant festive spirit.

The Coco Fest-2024 served as a comprehensive platform for integrating scientific knowledge, cultural heritage and innovative practices related to coconut cultivation and utilization. Each day was marked by a series of well-curated events designed to address the multifaceted aspects of coconut-based livelihoods and the socio-economic development of the region.

Contd.....7

# Rejoicing the first COCO FEST -2024 (Coconut Festival) of Lakshadweep Islands lead by KVK-Lakshadweep (Continued from page 6)

One of the key highlights of the festival was the farmer-scientist interface sessions, which facilitated direct interactions between farmers and agricultural experts. The farmer scientist interface was organised on themes of Women and Coconut, Sustainable Coconut Production and Processing, Vegetable and Fruit Cultivation, promotion of Cashew, Spices and other Crops, Credit, Cooperation and other relevant issues in Agriculture of Lakshadweep. Lastly, the Best Agricultural Practices from KVKs of Kerala and Karnataka were discussed and aimed at enhancing coconut-based livelihoods.



Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru emphasized the impact of promoting honey bee farming and the "one banana plant per house" initiative in Lakshadweep. On November 21<sup>st</sup>, a special session was held to commemorate World Fisheries Day. The session emphasized the interdependence of marine resources and coconut-based livelihoods in island ecosystems. Dr. Grinson George, Director of ICAR-CMFRI, Kochi, addressed the gathering, shedding light on marine culture and the livelihoods of fishermen.



The Coco Fest 2024 recognized excellence across various categories, celebrating the diversity and ingenuity surrounding coconut-based industries and traditions.

- Department of Agriculture awarded 10 best coconut farmer award represented from all the islands.
- A vibrant food recipe competition was held, featuring the participation of nine ILF (Island Level Federation of the SHGs) groups from the Lakshadweep Islands.
- Quiz and debate competitions involving school and college students, were conducted to create awareness about the importance of coconut cultivation in Lakshadweep.
- A Coconut Climbing Competition was organized to appreciate the profession of "Coconut climbing".
- The Best Coconut Oil Mill Expeller Units award was honoured to the top three units demonstrating efficiency, quality and innovation in oil extraction
- Best Exhibitors from the Exhibition from mainland and the island category for their outstanding displays were awarded
- Special recognitions were awarded to the Best Coconut Craftsman, Best Innovation from Coconut and Best Social Media Content Creator from Lakshadweep.

These awards reflected the commitment to promoting sustainability, innovation, and cultural heritage tied to coconut-based enterprises.



The Coco Fest-2024 ended with a valedictory session chaired by Shri. Ashok B. Pillai, Executive Director, National Cooperative Development Corporation (NCDC), New Delhi in the presence of Dr. Grinson George, Dr. V. Venkatasubramanian and Dr. P. N. Ananth. This Coco Fest-2024 was supported by many organisations and to mention amongst them who contributed immensely were Department of Rural Development, UTLA, ICAR-CPCRI, Kasaragod, ICAR-DCR for Cashew, Puttur, NABARD, National Cooperative Development Corporation (NCDC), New Delhi Department of Environment and Forest, UTLA, MOOPENS, ICAR-NBAIR and others. The Coco Fest-2024 was by Dr. P. N. Ananth, Head, KVK and team.

# ICAR-KVK Davanagere organised “Sasya Santhe for Kisan Samriddhi”

KVK, Davanagere in collaboration with ICAR-ATARI, Bengaluru and Department of Horticulture, Davanagere celebrated an unique “Sasya Santhe for Kisan Samriddhi” during 1<sup>st</sup> and 2<sup>nd</sup> of October-2024 at its instructional farm Kadalivana, Davanagere. The sales and exhibition of planting materials, seeds, organic inputs, home made products, FPO products was inaugurated by Dr. V. Venkatasubramanian, Director, ICAR-ATARI, Bengaluru. Forty one stalls included horticulture nurseries across the state, FPO farmer entrepreneurs nurtured by KVK, Davanagere, home industries, organic products and private bio-inputs. Farmers, citizens, students, professionals, officials and journalists came in great number to visit the exhibition and bought items of their interest with keen enthusiasm which encouraged the entrepreneurs. Director, ATARI, Bengaluru interacted with all the stall owners and gave motivational tips to each one of them. Items such as, fruit saplings, ornamentals, vegetables, seeds, green veggies, bio-inputs, small implements and equipments were highly attractive to the crowd.



Director, ATARI, Inaugurated the newly established selfie point in the campus which became an instant attraction to all the people around. A special stage programme with technical session on advanced horticulture technologies was inaugurated by Director, ICAR-ATARI and he expressed that we all need to come out of colonial mindset and appreciate our own strengths, particularly the food habits. Healthy food ingredients are our real strength and youngsters must pay attention to this for better health. We have seen all kinds of revolutions like blue, green, white etc. but it's time for another important revolution, i.e., "Revolution of Prosperity"! We all must join hands to achieve it. We must brand our farmers produce and market them with international standards. "Kisan Samriddhi" is the registered brand and trademark of all produce under KVKs and attached farmers. Let's popularise it and support farming community in every sense. We all must feel proud to be associated with farming. Assert to those who don't know none can survive without agriculture



Director honoured the farmer entrepreneurs by handing over the logo of Kisan Samriddhi-Taral Amrutha and wished them complete prosperity in their life.

Contd.....9

# ICAR-KVK Davanagere organised “Sasya Santhe for Kisan Samriddhi”

(continued from page 8)

Dr. K.P. Basavaraj, Secretary, Taralabalu Rural Development Foundation (Host Institution, Sirigere) and former member of planning commission of Government of Karnataka, presided over the function and urged the government to take note of policy aspect on Global Capacity Centers establishment in a potential district like Davanagere. This district is already known as knowledge hub which has great promise to be the center of farmers entrepreneurship.

Dr. Devaraja T.N., Senior Scientist and Head, gave preamble to the programme and welcomed all the guests and gathering. Staff of KVK

and Department of Horticulture along with farmers, press & media personnel, students and general public attended the session.

Approximately 8000+ people visited the exhibition and the business transaction was found to be around 10 Lakh rupees. This indicates that each entrepreneur obtained an average income of Rs. 30,000/- in two days exhibition cum sales.

This is first of its kind event organized in the district of Davanagere by ICAR-Taralabalu KVK which was received in great enthusiasm by the public of Davanagere district



## 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 Swachhata-Sanskaar Swachhata' 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.



ICAR ATARI Bengaluru



KVK Alappuzha



KVK Kasaragod



KVK Bengaluru Rural



KVK Kolar

# ICAR-KVK, Ernakulam strengthens the legacy of the ‘ Alangadan Sharkara ’ (Jaggery) production unit



ICAR-Krishi Vigyan Kendra, Ernakulam of ICAR-Central Marine Fisheries Research Institute, Kochi, established a jaggery production unit in Alangad to revive sugarcane farming in the Periyar river basin. The initiative is in collaboration with the Alangad Grama Panchayath and the Alangad Service Co-operative Society.



ICAR-KVK, Ernakulam, planted the CO 86032 variety, a high-yielding and disease-resistant sugarcane strain, specifically for Jaggery production. The demonstration aims to create chemical-free, high-quality Jaggery and establish a branded marketing channel for Alangadan Sharkara, potentially earning a Geographical Indication tag, with support from the ICAR-Indian Institute of Sugarcane Research, Lucknow.

Contd.....11

# ICAR-KVK, Ernakulam strengthens the legacy of the ‘ Alangadan Sharkara ’ (Jaggery) production unit (continued from page 10)

Ernakulam KVK plans to reengage local farmers in sugarcane cultivation through a demonstration of sugarcane farming, an operational Jaggery unit, and branded marketing, while also exploring other sugarcane-derived products like bottled juice, liquid Jaggery, and vacuum-evaporated Jaggery to cater to evolving consumer preferences.

The initiative contributes to the sustainable development and welfare of the farming community, showcasing the potential impact of such endeavors on the agricultural landscape.

Sugarcane, particularly in the Periyar river basin, holds significant historical significance in Kerala for its production of Jaggery: a cherished sweetener. Jaggery, known as Sharkara in Malayalam, is culturally significant due to its mineral-rich and antioxidant properties, offering numerous health benefits. It is also used in Kerala's cuisine, symbolizing auspiciousness and prosperity.

Despite the rich history, sugarcane farming in Kerala faces challenges like low profitability, high labor costs, and competition from cheaper alternatives, leading to a decline in Jaggery quality and quantity, particularly the renowned Alangadan Sharkara.

## Special Campaign 4.0



**KVK Kasaragod**



**KVK Kodagu**



**KVK Kasaragod**



**KVK Pathanamthitta**



**KVK Gadag**



**KVK Vijayapura II**

The Special Campaign 4.0 was organized in 48 KVKs of Kerala, Karnataka and Lakshadweep during 2-31 October, 2024. Under this, 1533 physical files were reviewed out of which 760 files were identified for weeding and weeded out after 20.09.24. Also, 199 outdoor campaigns were conducted during the Special Campaign. Total of 30.23 tonnage office scrap disposed, 16895Sq. ft. space freed and Rs. 150 revenue generated during this period by KVKs of zone.

# Swachhta Pakhwada



**KVK Bengaluru Rural**



**KVK Idukki**



**KVK Shivamogga**



**KVK Pathanamthitta**



**KVK Gadag**



**KVK Alappuzha**

ICAR-ATARI, Bengaluru observed SWACHHTA PAKHWADA from 16 - 31 December, 2024. 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

management and other activities on generation of wealth from waste, recycling of used water for agriculture/ horticulture purpose, swachhta awareness programmes organized at local level, swachhta workshops organized, participation in swachhta pledge, displaying of banner, competitions organized, 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 12018 participants



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

*AgriSearch 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

