



Zonal Agri-News

(A Newsletter from ICAR-ATARI, Jabalpur)

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Agripreneurs Meet on Good Agricultural Practices at Deendayal Research Institute, Chitrakoot, Satna, M.P.

Two days agri-preneures meet was conducted on good agricultural practices at DRI Chitrakoot, Satna during December 7-8, 2018. It was inaugurated by Dr. Trilochan Mohapatra, Hon'ble Secretary DARE & DG, ICAR in presence of Dr. Anupam Mishra, Director, ATARI, Jabalpur, Prof. N.C. Gautam, VC, MGGVV, Chitrakoot, Shri Abhay Mahajan, Organizing Secretary, DRI, Chitrakoot.

In the inaugural address, Dr. Mohapatra pointed out that there is need to promote good agricultural practices among agripreneurs with proper awareness of traceability, tagging, packaging and branding so that better price could be realized in the market for their products. He stressed that future agriculture should be GAP based so that quality could also be ensured along with the quantity. Scientists could focus the produce much suitable for entreprizing rather than the traditional products fetching nominal price in the market. He pointed out that technology scarcity is there in many areas of processing and value addition in comparison to China and other developed nation. Agripreneurs may be linked with 'Patanjali' and other such business houses for buy-back of the farmers produce and agripreneurs products. There is need for proper advertisement of the farmers products so that market could be developed and products could be better placed in the value chain.



Dr. Anupam Mishra, Director, ICAR-ATARI, Jabalpur admired the KVKs to bring working agripreneurs in the workshop with their products and exhibits. He further urged the scientists to identify and nurture such agripreneurs so that agriculture could be the harbinger of the rural youths in getting self-employment and better returns from their entreprizes. In long run this would work as platform for attracting and retaining more youth in agriculture with successful business model.

Shri Abhay Mahajan, Organizing Secretary, DRI, Chitrakoot has appreciated the ICAR-ATARI Jabalpur for getting opportunity to organize this historical event blessed by Hon'ble DG, ICAR, New Delhi. He pointed out that such events will encourage the youth towards agripreneurship even in remote areas



leading to reduction in migration in search of job and livelihood.

Dr. S.R.K. Singh, Principal Scientist, ATARI, Jabalpur proposed vote of thanks to the chief guest, Guest of honour and all the delegates participated in this programme. The entrepreneurial activities of the agripreneures were presented along with Sr. Scientist

& Head/scientist of respective KVKs. In the workshop, around 100 participants including agripreneures and scientists from Madhya Pradesh and Chhattisgarh KVKs participated with their exhibiting materials.

The programme was coordinated successfully by Dr. S.R.K. Singh, Principal Scientist along with Dr. R.S. Negi, KVK Head, Satna and his team.



World Soil Health Day Celebration in ICAR-ATARI, Zone-IX, Jabalpur

World Soil Health Day 2018 was celebrated on December 5, 2018 in 75 KVKs of Zone IX in Madhya Pradesh and Chhattisgarh. Exhibitions were organized by KVKs on this occasion including distribution of soil health card, displaying seeds, planting material and

various soil health conservation technologies etc. KVKs received support from other line departments of state governments in organizing of World Soil Health Day Programme.

State	No. of KVK	No. of Farmers/ Participants	No. of Soil Health Cards distributed
Madhya Pradesh	50	6038	4382
Chhattisgarh	25	2909	5258
Total	75	8947	9640



International Women Day at ICAR-ATARI, Zone-IX, Jabalpur

International Women Day was organized on 15th October, 2018. A total of 66 KVKs conducted programme. On this occasion scientists of KVK interacted with farm women and discussed on recent issues & work done by farm women and their contribution in agriculture. During this programme

competition of painting, rangoli making and essay writing was organized and distributed prizes to the winner of competition. In the programme total 3572 women farmers and students were present and 15 programmes was coverage by the media channels.

State	No. of KVKs conducted programme	No. of participants	Media coverage (Number)
Madhya Pradesh	47	2659	11
Chhattisgarh	19	913	4
Total	66	3572	15



Vigilance Awareness Week Programme at ICAR-ATARI, Zone-IX, Jabalpur

Celebrated Vigilance Awareness Week Programme from 29-10-2018 to 03-11-2018. Pledge taken by KVK staff and farmers for 'not taking and giving bribe in any form for any work'. Encourages the cashless transaction but with alertness. Vigilance

on fraudulent phone calls, messages etc. Taking of tax invoice of purchased items. Payment of road tax, income tax, property tax timely. Online pledge also taken by KVK staff. Some staff member already taken the oath last year.



Programme on Swachhta Pakhwada at ICAR-ATARI, Zone-IX, Jabalpur

Swachhta Pakhwada was celebrated during 16-31 December, 2018 at ICAR-ATARI, Jabalpur and KVKs in Zone IX. All the staff members took 'Swachhta pledge' to devote some time for Swachh Bharat Abhiyan. Various activities like organizing cleanliness drive, sanitation campaign, Swachhta awareness rallies, digitization of office records/e-office implementation, disposing of old and junk material, technology demonstrations on agricultural

technologies for conversion of waste to wealth, safe disposal of all kinds of wastes were conducted with participation of staff and farmers. Experience sharing on Swachhta initiatives by farmers and civil society officials, campaign on cleaning of sewerage & water lines, awareness on recycling of waste water etc. Kisan Diwas (Farmer's Day) was celebrated on 23/12/2018 inviting farmers by the KVKs.



Farm Woman of KVK Awarded by Vice Chancellor's Recognition Award at KVK Betul

On 1st October 2018, JNKVV, Jabalpur celebrated his 55th foundation day. On this occasion the farm woman of Krishi Vigyan Kendra, Betul got the award of "Vice Chancellor's Recognition Award 2018" for tribal farm woman. The farm woman selected by the committee on the basis of work done by her in the field of agriculture and allied sector. Awardee farm woman Mrs. Premvati Dhurve awarded with cash prize of Rs. 10,000.00 and appreciation. The award was given by chief guest of programme Prof. Mangala Rai, (Former, DG, ICAR, New Delhi and Dr. P.K. Bisen, Hon'ble VC, JNKVV, Jabalpur).

Farm woman Premvati is a contact farmer of Krishi Vigyan Kendra and she is doing farming with new improved technology and also taking guidance from KVK Scientist. Dr. V.K. Verma, S.S. & Head, congratulate awardee woman and give a best wishes for her best future. In this programme Dr. Sanjeev Verma and Miss. Riya Thakur represented the KVK.



Monitoring of Seed Hub & NFSM (CFLD) at KVK, Tikamgarh (M.P.)

Dr. A. K. Shivhare, Assistant Director, Directorate of Pulses Development, (NFSM, Bhopal) monitored farmer's field under the seed hub and NFSM (CFLD) Programme on 18/12/2018.

Under the seed hub programme JG-12 & RVG 201 varieties of chickpea are sown in total area of 34.5 ha of Tikamgarh district. During the monitoring the farms/crops of farmers like Mr. Deshpath, Govind Thakur, Cheepal Yadav, Devi Singh and Chittar Singh village of Charpuan and Mr. Prafull Pastore village of Madumar were visited by Dr. A. K. Shivhare likewise the NFSM (CFLD) programme was also monitored under which 20 farmers of Kumrau Khiriya and Surajpur were visited. It is worth monitoring that

under the programme NFSM (CFLD) Chickpea variety JG-12 sown in 20 ha and mustard variety RVM-2 sown in 20 ha also of different farmers field in Rabi 2018-19.

During the visit Dr. Shivhare discussed about the sowing technologies of different crops. The farmers told that they have been using treated seed (FIR) and during line sowing for better performance. During the visit Dr. H. S. Rai, Senior Scientist & Head, Nodal Officer Seed Hub and Dr. S. K. Singh, In-Charge NFSM (CFLD) were present with Dr. Shivhare.

At last Dr. Shivhare concluded the visit by words of appreciation for both scientists and expressed his satisfaction from the farmer's point of view.



Visit of Hon'ble Vice Chancellor at KVK, Pahanda Durg, Chhattisgarh

On 11th October 2018, Dr. S. K. Patil, Hon'ble Vice Chancellor, IGKV, Raipur visited farm of Krishi Vigyan Kendra, Pahanda Durg and gave suggestions for development of farm. He met with the members of

Self Help Group formed by the KVK and appreciated her work. He suggested them to improve their income & profit. He also interacted with the farmers of village Pahanda



Farmer FIRST Programme under ATARI, Jabalpur

Farmer FIRST project is operational at 7 centres under ATARI, Jabalpur. During Oct-Dec 2018 following progress was made as - under the crop based module total 93 villages, 532.79 ha area and 1834 household covered, under horticulture based module total 66 villages, 45.5 ha area and 547 household covered, 13815 (1768 animals, 755 poultry and 11522 kg, fingerlings) and 430 household covered, under

enterprise based module 4 mushroom production unit and 46 household covered, under integrated farming system module 14 villages and 40 household covered, under natural resource management module 35 villages, 211 ha area and 541 household covered, under ICT based module 9 villages, 8 messages/month and 1328 household covered.



Technology Demonstration Component under NICRA by KVKs

NICRA is operational in 12 KVKs of Zone IX.

- Under Natural Resources Management Module, a total of 408 farmers benefited covering area of the 149.90 ha area in all activities were conducted focusing on in-situ moisture conservation, Soil test based nutrient application and Pitcher irrigation, Vermi-compost making etc.
- Under Crop Production module, a total of 905 farmers benefited and covered 305.30 ha area focused on drought tolerant varieties, short duration varieties, crop diversification, integrated crop management etc. on wheat, mustard, barley and vegetable crops.
- Under livestock and fisheries module, a total

of 355 farmers benefited through covering 895 animals and birds focusing the preventive vaccination, de-worming of animals and animal health camp and 27.90 ha area were covered.

- Under institutional interventions, in custom hiring through various implements - Rotavator, multi crop thresher and seed drill, etc. 328 farmers were benefitted and it covered 108.0 ha. area.
- Under capacity building, total 38 training courses were organized benefiting 1061 participating farmers.
- As extension activity, a total of 55 activities were organized benefiting 979 farmers.



Cluster Demonstrations of Rabi Oilseeds 2018-19 under NFSM

In cluster frontline demonstration total, 812 ha area covered with 1894 number of demonstration during rabi 2018-19 in Madhya Pradesh. Area covered by mustard in 551 ha with 1254 demonstration, linseed in 251 ha with 615 demonstration, safflower in 10 ha with 25 demonstration by using technology line sowing, seed treatment, GPS, INM, IPM, micronutrient and bio-fertilizer.

Similarly in Chhattisgarh, total area covered

574 ha with 1298 demonstration. Area covered in mustard crop 274 ha with 609 demonstration, linseed in 210 ha with 464 demonstration, sesame in 20 ha with 50 demonstration, safflower in 30 ha with 75 demonstration and in groundnut 40 ha with 100 demonstration respectively by using technology improved variety, GPS, line sowing, INM, IPM. the demonstration is implemented by KVKs including 34 in M.P. R 22 in C.G.



Cluster Frontline Demonstrations on Pulses 2018-19 under NFSM

During 2018-19 in Rabi season, 5804 demonstrations conducted in 2380 ha area under CFLD Pulses in the operational states of Chhattisgarh and Madhya Pradesh. Out of these coverage area in chickpea is 1725 ha through 4252 demonstrations, field pea is 195 ha through 487 demonstrations, green gram is 1000.4 ha through 2285 demonstrations, lentil is 310 ha through 729 demonstrations, lathyrus is 90

ha through 196 demonstrations and pigeonpea is 60 ha through 140 demonstrations. The demonstrations are being implemented through 67 KVKs. The major technological intervention includes seed treatment, GPS based soil testing, improved varieties, soil test based fertilizer application, pre-emergence of application of herbicides, improved method of sowing etc.



KMA Activities

More than two million farmers were covered through mobile advisories by 67 KVKs through 804 messages comprising the subjects of crop, soil, livestock, marketing, awareness etc. in the Zone IX

during October to December, 2018. All KVKs under this institute are now using farmer portal for sending their mobile advisory.

State	No. of Calls	No. of village covered	No. of farmers Covered	No. of Messages (Text)	Type of messages						
					Crop	Soil	Live-stock	Weather	Market-ing	Aware-ness	Other en-terprise
M.P.	24187	40913	2847218	581	305	45	48	45	18	85	35
C.G.	731	14176	1112794	223	144	16	16	2	0	32	13
Total	24918	55089	3960012	804	449	61	64	47	18	117	48

Progress of Nutri - SMART Village

Quarterly work plan for the selected Nutri-SMART village (NSV) has been prepared on the basis of cropping pattern and nutritional requirement of the respective village. This is a scientific approach based on the concept "You grow what you eat". KVKs of Madhya Pradesh and Chhattisgarh worked on different themes in selected Nutri-SMART villages like innovative practices to promote nutrition-sensitive

agriculture and food security, value chain and village trade related issue, improving maternal and child nutrition, nutrition literacy, capacity development of women institutions/ SHGs/ FIGs/FPOs and enabling suitable governance and policy total 8105 farm women, pregnant women children and adolescent girls benefited by different intervention.



DIRECTORS DESK

Dear Colleagues,

The ICAR-Agricultural Technology Application Research Institute (ATARI), Jabalpur is entrusted responsibility of coordination and monitoring of technology application and frontline extension education programs through Krishi Vigyan Kendras (KVKs) in Madhya Pradesh and Chhattisgarh.



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Various flagship programmes like NICRA, CFLD Oilseeds and Pulses, ARYA, TSP, and Skill Development are running in selected KVKs of this institute. TSP is operational in 14 KVKs located in tribal region of Madhya Pradesh and Chhattisgarh. Under NICRA various climate resilient activities under the modules of natural resources, crop production, livestock and fisheries, institutional interventions, capacity building and extension activities are being carried out in 12 KVKs.

I sincerely thank the editorial team for their efforts in bringing out this issue of Newsletter.

(Anupam Mishra)

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