

REPORTER

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Inauguration : Market outlet for Banana Federation

Market outlet for Banana Federation inaugurated by Honourable Minister of Housing and Urban Development, Prohibition and Excise, Tamilnadu Shri.S.Muthusamy on 25.06.2023. Dr.P.Alagesan, Senior Scientist & Head, KVK shared with the Minister about the objectives and future activities of the federation for motivating the banana growers for entering into business ventures. Banana Grower Federation members participated in the events.



Agri Entrepreneur Service center (AESC) at KVK is providing skill training on value addition and promoting entrepreneurs with technical support of KVK. KVK promoted FPO -"Gobi Fodder plus" released their product 'Herbal treated Silage which improves the ruminants gut microflora, which in turn improves milk fat and digestion. The product has released by Dr P Alagesan, Senior Scientist and Head, KVK. The product was then fed to cattle at our instructional farm.



World Environmental Day, 2023

Awareness programmes, demonstrations and plantations have been organized during World Environment Day as a part of Mission LIFE. The programme was organized by KVK at Thinnakadu village Bargur panchayat of Anthiyur block, Erode district on 5.06.2023. Mrs.P.Premalatha, SMS (Soil Science), ICAR KVK, welcomed the farmers during the programme. Mr.P.Pachiappan, SMS (Horticulture), KVK presided and inaugurated the programme. The programme started with "Environment Day", followed by importance of Climate change and how it affects people's lives and health in various ways. Further importance of safe drinking water, clean air, supply of nutrient rich food, pollution free environment and importance of hygiene was explained. Additionally, the importance of plantation of Spice and Fruit crops to create micro climate in this area and generate employment opportunity for the farm women and land less people. Totally 99 farmers were participated in this programme. As a part of the programme, seedling distributed to famers.



National Conference on "Agri Startups"

KVK jointly organized National conference on Agri-startups for ATARI Zone X KVK's by virtual mode with the support NABARD, Chennai. The welcome address was given by Dr. P. Alagesan Senior Scientist & Head, Erode KVK, followed inaugural address by Shri.Arvind G. Risbud, IAS., (Rtd.) Executive Director, MYRADA, Bangalore. Special address was given by Dr. JV Prasad, Principal Scientist, ICAR ATARI Zone X, Hyderabad. Felicitation address was delivered by Dr. PP Murugan, DEE, TNAU; Mr. T. Ashok Kumar, DDM, NABARD, Erode and line department officials. The technical session was divided under three thematic areas like Agriculture & Horticulture, Animal Science & Fisheries and Value addition. The Agriculture & Horticulture session was chaired by Dr. Chelvi Ramesh, KVK, Viruthunagar, Dr. S. Vellalkannan, KVK, Ramanad chaired Value addition and Dr. J. Diraviyam, KVK, Karur chaired Animal Science & Fisheries session. 27 KVK's of ICAR ATARI Zone X participated and presented 45 success stories in the conference. The outcome of the conference is to document the success stories and release has compendium to ATARI Zone X Hyderabad.



National Seminar

KVK participated in the national Seminar on "Evolving Extension Science towards secondary agriculture for sustainable development" during 22-24, 2023 at UAS, Bangalore in collaboration with Indian Society of Extension Education (ISEE), New Delhi. KVKs consist of Erode, Krishnagiri and Dharmapuri exhibited value added and technology product with self-explanatory posters. Shri Sushri Shoba Karandlaje, Hon'ble Minister of State for Agriculture and famer welfare ,GOI, New Delhi ingurated the stall and visited along with Dr.U.S.Goutam, Deputy Director General (Agril. Extension) ICAR, New Delhi, Dr.Shaik.N.Meera Director, ICAR-Agricultural Technology Application Research Institute (ATARI), Zone-X. Around 500 Scientist, student and entrepreneurs visited the stall. Mr.P.Pachiappan, SMS (Horticulture), M.Siva, Scientist (Home Science) and D.John Prabakaran, SMS (Agri Engineering) coordinated the programme .



Regional Millet Mela 2023

ICAR KVK MYRADA, Erode District participated and exhibited the stall on KVK promoted FPOs, entrepreneurs products on value addition during Regional Millets Mela. Technically lecture was delivered on new millet varieties, millet cultivation, value addition, climate resilient agriculture, importance of feeding millets for livestock and marketing linkage by



experts from TNAU, IHRI, KVK Dharmapuri. The concluding speech was delivered by Dr.P.P.Murugan DEE, TNAU, on promotion of millet and appreciation on fellow KVKs like Erode, Thiruvanamalai and Krishgiri for arranging Farmers mobilization

and exhibiting their products in mela. Further, DEE, TNAU mentioned 7000 farmers were benefited by this mela and distributed awards for the participants. 50 farmers, FPO members and entrepreneurs participated in the event.



Meeting cum Input distribution under SCSP project

KVK, Erode along with CIFT, Cochin organized training program on Value addition in fish and fish waste under SCSP during 04.01.2023 to 06.01.2023 for 20 members. The participants are fishermen group at Kodivery, Gobichettipalayam Taluk.

As a follow up of the training program, Scientist from CIFT organized input distribution of Insulated Ice Box for the trained participants to store the fish and do the marketing and value addition on 13. 06. 23.



Marketing linkages for Fish scales by-products developed by trained participants and scope for production of value added products from dried guts and bladder of fish, fish amino acids etc as an IGP activity for the group members are discussed.

Focused group discussion was held for the development of Schedule caste families for the current year with association of CIFT.

Activity planned for establishing market outlet at Kodivery with value chain activity from fish and fish value added products and by products from fish waste.



Marketing linkages for sales outlet at PKR Arts College for Women

KVK imparted sponsored programme on "Counter sales Executive" for Rural SC youth from PKR Arts college for women under SCST hub Scheme with ITCOT Erode. After training the trained Students (Rural female youth) were supported with financial linkages from banks with support of KVK. On 11.05.2023, at PKR college they started sales outlet to market the student's product



college students. KVK will provide technical and marketing support for the college with sales promotion interventions. Further EDP related programmes for the development of EDP cell of the college to motivate youth towards Agriculture related enterprises was discussed. Further It is planned for extending linkages for AESC with college administration, to sustain the market outlet services.

KVK Scientists Cross Learning

KVK has established Agri Entrepreneur Service Centre (AESC) to support Entrepreneurs and Farmers to market their farm produces and value added products. Neighboring KVKs and NGOs are visiting this



AESC to replicate in their Institutions. In this context, KVK team from Coimbatore with their FPCL farmers (3 staff and 3 farmers) visited KVK on 27.04. 2023. They learnt about process, functions and services of

AESC for Entrepreneurship Promotion. They planned for establishing this model in their KVK. Additionally they also documented the accounts and administrative procedures of the AESC.

After that, they visited Kazhani FPCL promoted by KVK, interacted with FPCL members about their business and services for development of farming community. They also discussed about future linkages for product

procurement and supply for FPCL growth. Later, they interacted with KVK staff about the functions and services of curcumin lab at KVK and gained knowledge about the testing process to benefit for Turmeric farmer



in their region. The team then visited farm demonstration unit and interacted with farm manager of KVK about the establishment techniques with economics.

Integrated Tribal Development Programme

As a part of Integrated Tribal Development programme, awareness was created among the tribal farmers regarding the important of indigenous breeds like Bargur cow and buffalo. KVK also promoted A2 milk marketing through Surabi FPO



and AMRO milk private limited among the tribal farmers. Further, the importance of insuring the animals against unexpected events was explained. 10 tribal farmers were selected and 10 buffalo heifers were distributed to them. These animals were then tagged and insured under New India insurance.

Awareness on IPDM in Coconut



KVK in association with State agriculture department organized awareness camp on pest and disease management in coconut crop on 26.04.2023 at Kullampalayam village, Perunthurai Block. The farmers learnt about nutrient management, pest & diseases of coconut and its management practices. In association with MSTL, Method demonstration of soil sampling was briefed to the farmers. Joint diagnostic field visit organized in association with ARS Bhavanisagar Scientist, ADA and other line department officials and identified Rugose spiralling whitefly and Rhinoceros beetle damage symptoms and recommended suitable corrective measures. 36 farmers and extension officials have participated.

Demonstration on Sugarcane variety (CO11015)

Sugarcane is one of the important crop cultivated over 25000 ha in Erode district. KVK demonstrated latest technologies and varieties in association with ICAR-SBI for the benefit of sugarcane farmers in the district. Follow up of On Farm Trial, KVK demonstrated CO 11015 variety



which is short duration in nature and suitable for jaggery production. The seedlings were produced by using the sugarcane sett treatment Device to prevent the spread of pest and diseases through planting materials.

A total of 7500 seedlings provided to three farmers in the Vellore region and the crop is in vegetative stage.



FPO Farmers Exposure visits

Farmers from 5 FPOs of Raichur district of Karnataka visited KVK on 24.05.2023 for gaining knowledge on Farmer's producer Company. Technical session was handled by Mrs.M.Siva, SMS (Home science) about formation, activities, business plan and KVK experiences in promotion of Farmers Producer Company. Later, they visited Kazhani FPCL promoted by KVK, discussed with CEO and members. They exposed to Business activities and approaches and methodologies followed for sustainability and effective functioning of FPCLs. They interacted with Agri Entrepreneur Service center established at KVK for promotion of Agripreneur and Entrepreneurs to enhance their income generation skills. After that, the team visited Milk processing unit at KVK for the feasibility to establish in their region. They also learnt about different business promotion activities for the development of their FPCLs with the major crops of their respective region and networking with FPCLs.



Awareness on Nano Urea in Paddy crop

Paddy is the most important food crop cultivated over 1,0,000 acre in Erode district. Continuous application of granulated form of nitrogenous fertilizers leads to depletion of soil health and less nutrient use efficiency (30-50 %). In order to address this, KVK conducted demonstration of nano urea application in Paddy during Kharif in 5 farmers field of Koogalur village, Gobi block. As part of the programme, training and method demonstration of nano urea application through Drone spraying was conducted on 19.06.2023 in association with IFFCO, Erode. 22 farmers have participated in this programme.



Joint Diagnostic Field Visit

Paddy is the major food crop cultivated over 27000 ha in Erode district. Outbreak of pest like stem borer and leaf fodder was noticed in Thadapalli Ayacut region, TN palayam block. Joint Field visit was made along with Department of Agriculture and Farmer welfare. TN palayam block to study the severity of pest infestation and provided comprehensive management practices for managing the pests.



The field visit was made on 28.06.2023 at Vaniputhur village and also provided advisories on top dressing of fertilizers for improving the growth of the plants. Assistant Director of Agriculture. TN Palayam and other line department officials participated in the programme,

World Honey Bee Day Celebration

ICAR KVK MYRADA Erode District, Kumaraguru College of Agriculture and Honey Entrepreneur jointly organized "Celebration of World Honey Bee Day" at Varapalam village in TN Palayam Block on 20.05.2023. Dr.P.Alagesan, Senior Scientist & Head of KVK presided



and inaugurated the programme. He briefed about the importance of bee keeping and promotion of honey bee enterprises in the district. He also informed that 6 clusters were formed for rearing of honey bees and value addition. He briefed that totally 39 value added products had been developed by the honey entrepreneurs. Mr.Palaniswamy, Panchayat President described about the bee keeping activities and their promotion. Mr.V.Dhanasekar, Assistant Professor (Agricultural Entomology), Kumaraguru College of Agriculture welcomed the delegates and the participants. He briefed about the rearing techniques of honey bees to the participants. Mr. Kathirvan, Honey Entrepreneur explained about the value addition in honey and also process of developing candles by using honey waxes. KVK supported by providing natural dies and molds to the entrepreneur. 56 farmers have participated.

DAESI Input Dealers Exposure Visits

KVK in coordination with MAN-AGE Hyderabad and SAMETI, Tamil Nadu organized one year Diploma course to Input dealers. 40 participants from Erode and nearby district participated in the programme.



Two days exposure visit were organized on 20.4.2023 and 21.4.2023 to TNAU and ICAR Institutes. Participants were exposed to TNAU Bio control lab and they were briefed about mass production of predators and parasitoids for pest management in agriculture and horticulture crops. Additionally, the participants were exposed to meteorological observatory for weather related parameters and interpretations of data.



Potato crop.

Next day participants were exposed to ICAR Soil and Water conservation and Central potato research station they were briefed about soil and water conservation measures and cultivation of potato and nematode management in

KVK Publications

- ⇒ Ratoon crop management in sugarcane by covering mulching, intercrop cultivation, weed and nutrient management techniques - Daily Thanthi (06.04.2023) - Mr.S.Saravanakumar
- ⇒ Farm waste management for soil fertility enhancement - Tamil Murasu (10.04.2023) - Mr.S.Saravanakumar
- ⇒ Summer management techniques especially in rain fed cultivation - Daily Thanthi (15.04.2023) - Mr.S.Saravanakumar
- ⇒ Nutrient management techniques in organic farming - Daily Thanthi (24.04.2023) - Mr.S.Saravanakumar
- ⇒ Rugose spiralling whitefly management - Dinakaran (07.05.2023) Mr.S.Saravanakumar
- ⇒ Yield enhancement in Sericulture - Dinakaran (19.05.2023) Mr.S.Saravanakumar
- ⇒ Summer management techniques in mulberry cultivation and silkworm rearing for productivity enhancement - Daily Thanthi (01.06.2023) Mr.S.Saravanakumar
- ⇒ Preparation of different plant extracts and it's application techniques for managing pests of field and horticultural crops - Dinakaran (12.06.2023) Mr.S.Saravanakumar
- ⇒ Role of medicinal plants and it's usage on pest management under natural/organic farming practices - Daily Thanthi (22.06.2023) Mr.S.Saravanakumar
- ⇒ IPM on pseudostem weevil infestation with special reference to biocontrol management techniques - Dinakaran (26.06.2023) Mr.S.Saravanakumar

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