

REPORTER

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Scientific Advisory Committee Meeting

KVK, Erode have conducted 32nd Scientific Advisory Committee Meeting at KVK premises on 29.11.2024 under the Chairmanship of Shri. Arvind G Risbud, Executive Director, MYRADA. Dr. Malathi Senior Scientist ICAR ATARI, Hyderabad delivered introductory remark and suggestions & recommendations for KVK. Senior Scientist and Head Dr.P. Alagesan presented the action taken report on previous year recommendations suggested by SAC members. Technical team presented the achievements of technical interventions, other activities & services of KVK and action plan for forthcoming year.



On this occasion, progressive organic farmer honoured for their achievements on natural farming, KVK released traditional organic rice and paddy varieties produced by the farmers. Vegetable seedlings were distributed to tribal families for nutrition garden establishment in Burgur hill regions. 10 publications of KVK were released during the event. As part of the programme, KVK organized exhibition to showcased the KVK technologies, farmers, entrepreneurs and FPO products.



The Representatives from TNAU, Line department officials, All India Radio, progressive farmers participated and provided their valuable suggestions for further strengthening of KVK activities.



KVK Golden Jubilee Year Celebration

At the National Level, KVKs are celebrating the "Golden Jubilee Year 2024" on the Commemoration of successful completion of 50 years of first KVK in the country. As part of the programme, Golden Jubilee Torch relay has been conducted in all the KVKs.

KVK, Erode received the Golden Jubilee torch and celebrated the event with different stakeholder and farmers from 1st to 3rd October 2024. During the occasion, KVK organized awareness programme on genesis and importance of KVK system in the country, organic farming, experience sharing of KVK promoted farmers, entrepreneurs. 246 farmers and 12 District administration officials, Line department officials, ICAR institute scientist participated in the event.



District official visit to Farm Eco-Tourism Centre

KVK Erode have recently initiated Farm and Eco Tourism Centre in the name of "**My Dhimbam Farm Eco-Tourism**" at Arepalayam instructional farm. On 11.12.2024 the District Collector, Erode **Shri. Raja Gopal Sunkara I.A.S** visited the center.

Dr. P. Alagesan, Senior Scientists & Head, KVK explained about the implementation of farm eco-tourism project, financial & convergence with other departments. Later the District Collector and other officials visited various demo units established at Eco-tourism Centre. The District Collector have appreciated the efforts of KVK,



particularly the QR code developed for all infrastructure in the center and it is expected to benefit the students and visitors easy to understand the objectives and purpose of the demo units. The container type of tribal market outlet found easy to manage by local people in the hilly regions, hence he proposed to implement similar model for Agri & other allied sector outlet in other parts of the hills in Erode district.



X MDP training

The newly recruited Senior Scientists and Heads of various KVKs in the country are trained under Management Development Programme (MDP) in NAARM, Hyderabad. As part of the programme, 6 scientists have been deputed to KVK, Erode under Phase II training from 14th to 23rd December 2024. The scientists have been



oriented on the genesis of KVK system, KVK activities and achievement in Erode district, infrastructure and demo units established at KVK farm. The scientists have exposed to the technical interventions implemented by the farmer at the field conditions and have interacted with them. As part of their

programme, they visited various people institutions like CMRC, FPO, entrepreneurial units to learn about the sustainability management system adopted by KVK in Erode district. They were also oriented about the participatory impact monitoring assessment (PIMA) and its tools for documenting the KVK activities at district level. The participant scientists shared their feedback about the important key learnings during the 10 days training programme.



Jan Jatiya Gaurav Diwas

KVK, Erode celebrated the Jan Jatiya Gaurav Diwas on the commemoration of 150th anniversary of Shri. Bhagwan Birsa Munda in Tribal hilly areas of Bargur region. KVK team organized the awareness programme to the tribal farmers on importance of collective farming, value addition of forest produces, promotion of Farmer Producers Organization and entrepreneurship skill development. The tribal farmers also orient about the tribal sub plan, schemes available for improving their livelihood in state and central schemes. KVK also initiated to establish a common processing unit and outlet for millet at hilly areas. An exposure visit was arranged to the farmers on promotion of spices crops under integrated tribal development programme. A total of 46 tribal farmers participated in the programme.



World Soil Day

KVK in association with State department of Agriculture organized world soil day programme on the theme of "Caring for Soils: Measure, Monitor, Manage" at Akkarai Kodiveri KAVIADP village on 05.12.2024. On this occasion, Mr.Karthikeyan, Assistant Director of Agriculture, T.N.Palayam Block highlighted importance of soil health management on improving crop yield. Mrs.Jamuna, AO- MSTL delivered the lectures on importance of soil testing & soil health card. KVK scientist emphasized about role of INM in crops, importance of organic manures and inputs in agriculture, natural farming techniques and problem soil management. Different fertilizers companies also participated and highlighted the inputs available with them for improving soil health. 70 Soil health cards issued to the farmers. As part of the programme, method demonstration of soil sample collection was briefed to the participants. In coordination with Mobile soil testing lab (MSTL kit), Soil health camp was organized and collected 38 soil & water samples from the farmers. 82 participated in the programme.



Workshop on Digital Marketing

Workshop was conducted on expansion of AESC to a digital marketing platform (Erodify) was conducted on 7/10/24 at KVK Erode, campus. Farmers and entrepreneurs explained about their products and its uniqueness. As part of event, promotion of product through SEO, email marketing and social media were discussed. Finally, as an outcome of the workshop, strengthening of E-commerce platform (Erodify) with more features like supporting for branding and labeling, obtaining of certification for farmers were discussed. Senior Scientist and KVK team were involved in the event. 45 Farmers and entrepreneurs were benefitted by this program.



Natural farming and bio dynamic farming training

KVK organized two training Natural farming and Bio dynamic in Agriculture on 01.10.2024 at Kasipalayam village of TN.Palayam block and on 15.11.2024 KVK Premises. Dr. P.Alagesan Senior Scientist & Head of KVK preside over the program and explained the implementation of Natural Farming technology in Erode district. Mr.R.Karthikeyan, Assistant Director of Agriculture, Dept.of Agriculture, TN Palayam Block explained the schemes available with Department regarding Natural Farming. Mr.P.Pachiappan SMS Horticulture explained Natural Farming technologies like Preparation of Jeevamirtham, Gana jeevamirtham, Mulching, Green manure raising and *insitu* mulching/ploughing, Water management and mechanization in cattle resource management. On the occasion, Mr.Saravanakumar from Kasipalayam, Mr.Natrai from varadhampalayam village and Mr.Nattudurai from Alukuli village shared their experience in organic farming. Mr. Navaneethakrishnan from Mettupalayam, practicing Natural Farming cum Bio dynamic Farming explained about role and its importance of bio dynamic farming, liquid manure preparation, bio dynamic culture preparation, pest & disease management and compost preparation. 185 farmers were participated and benefited from this training programme.



Market Tie-up with CAMPCO

KVK, Erode organized farmer exposure on study of feasibility of establishment of Procurement centre at Gobichettipalayam through RMC, Bhavani in Erode district. The team consist of 4 farmers and 2 Superintend of RMC, Dept. of Marketing and Agri business for Arecanut visited to CAMPCO LTD, Mangalore on 09.12.2024. The officials from CAMPCO, Mangalore discussed on setting up of auction centre for different types of arecanut in RMC, Bhavani. During second day of visit, the farmers were taken to TOTGARS' Co-Operative Sale Society Ltd, to study the feasibility of Arecanut marketing.



On 12.11.2024, the first sale of Arecanut with CAMPCO initiated at RMC, Bhavani, Dr. P.Alagesan, Senior Scientist and Head, KVK Erode explained about process on KVK in promotion of Arecanut crop, technical intervention and tie up with CAMPCO for Marketing arrangements. Mr. RM Subramaniam, Superintendent, RMC, Mrs. Savithri, Deputy Director, Department of Marketing and Agri business, Erode explained about role and importance RMC in Marketing of Arecanut. Mr Mahesh chandran, Marketing Manager, CAMPCO LTD, Chamarsjanagar explained about the company to participate in auction for the purchase arecanut through RMC and also recommended other traders for bidding of higher price for the benefits of Arecanut farmers.



BIS Conclave

BIS organized Standards Conclave has a part of relay for World Standard day on 09/10/24 at Hotel Turmeric, Erode. Welcome address and theme presentation was done by Shri V Gopinath, Scientist G & Head, BIS, Coimbatore. Inaugural address was given by Shri KE Prakesh, Member of Parliament, Erode. Various stakeholders gave technical session on role standards in waste to wealth industries and use of AI in collecting and interpreting data for marketing. KVK Erode was invited as guest speaker for the event and Dr. K. Karthik (SMS Animal Science) delivered technical speak on establishing industry, innovation and infrastructure for farmers and entrepreneurs in marketing and role of development of standardized Agriculture Demonstration farms at institutions level. Finally the event concluded on technical session on BIS standards promotion activities and latest developments. 56 Various stakeholders Farmers and Rural youth participated in the event.



Training to extension functionaries

Training to extension functionaries on "Latest technologies and opportunities in dairy farming" was conducted at NDDDB campus, Chittode on 24/10/24. Dr K Karthik (SMS Animal Science) gave technical lecture on nutritional management, sex sorted semen technology, SNP DNA Microarray testing, calf rearing, value addition in milk & meat based products and waste to wealth management concept. Afternoon session were dealt with entrepreneurial opportunity on fodder seed production and sale of mini fodder kits for 10 cent models to small & marginal farmers was given. Finally, role of extension functionaries on bankable project preparation on NLM and other Central & State government schemes were explained. 15 Extension functionaries (Artificial Inseminators) participated and benefited by the program.



Refresher training for Anganwadi workers

Integrated Child Development Services, Erode conducted Refresher training programme at KVK campus on 27.11.2024 for Anganwadi workers from Different parts of Erode District. Senior Scientist & Head, KVK Erode, delivered special address and shared about KVK interventions for enhancement of Women and children's development. District Medical councilor handled technical sessions on Health care management related topics for lactating mother like Health & Nutrition, Mental Health Management, Government Welfare schemes for lactating mothers. Importance of micro greens in human diet was also briefed by Mrs.M.Siva Scientist (Home science, KVK Erode). 50 Anganwadi workers participated and benefited by this programme



DAESI Graduation Day



KVK organised Graduation Day for DAESI Input dealers and ASCI Organic Growers, on 02.10.2024 at Gobichettipalayam campus. Dr.P. Alagesan, Senior Scientist & Head of KVK explained about the genesis of KVK system and impact created KVK in Erode district. He gave an brief overview about DAESI course and ASCI organic growers course.

Shri. S. Sivanandham, IAS, Sub Collector, Gobi, Erode District have presided over and inaugurated the programme. He distributed the Graduation certificates to the DAESI Input dealers and ASCI organic growers during the occasion. 80 participants attended the pro-

AYUSH Health awareness camp

As a part of AYUSH Awareness Camp in coordination with Nambiyur, Sidha Division, KVK organised Health awareness program on Dengue Fever and prevention methods on 27.11.2024. Sidha Doctor delivered technical speech on Awareness about Dengue fever - causes, symptoms and prevention methods. Nilavembu herbal powder importance was explained to the participants and pockets of this herbal distributed to them. Leaflets and folders handed over to KVK for dissemination of the information in the District through KVK extension programmes. 35 Farmers and KVK staff participated.



EDP for enhancement of women Livelihood

As a part of Front Line Demonstration, a 3 days EDP training conducted from 05.12.2024 to 07.12.2024 at Kodivery. The trainees learnt about Value added nutraceuticals fruit products by practical session. Value added products like lemon squash with ginger and mint flavour, Grape squash with lemon flavour, Banana fruit jam with mixed fruits flavour products were demonstrated. 20 women from SHGs attended in the programme.



Another EDP Training conducted on Demonstration of Micronutrient rich Health mix preparation techniques at Kallipatti village of T.N.Palayam block with SHGs members (20 members) from 26.12.2024 to 28.12.2024. Trainees learnt about importance of Micro nutrients in foods for human health. They also learnt about the preparation methods of Health mix as a enterprise module with economics. Technology on Value addition through micro-nutrients from green leaves, carrot and amla powder to enrich the nutrition value of the health mix were was demonstrated.



Field Day on HDPS & ELC Cotton Cultivation

KVK Erode in coordination with ICAR Central Institute of Cotton Research, Coimbatore organised field day on HDPS and ELS cotton cultivation on 24.12.2024 at Koochikallur village of Anthiyur Block. Welcome address was delivered by Mr. R. D. Srinivasan, SMS (Plant Protection) KVK Erode. He briefed about the pink boll worm management strategies to the farmers.



Presidential address was delivered by Dr. P. Alagesan, Senior Scientist and Head, KVK Erode. He briefed about the promotion of cotton cultivation in the district. During the programme leaflet on HDPS cotton cultivation and boll rot management in cotton was released and distributed to the farmers. Dr. Sankarnarayanan,



Principal Scientist and State Coordinator highlighted the importance of HDPS cotton cultivation. Dr. Nalayani, Principal Scientist and Nodal Scientist Erode district briefed about ELS cotton techniques. Mr. Saravanan, Area Business Manager, Rasi seeds

highlighted the rasi varieties in cotton. During the programme demonstration farmers shared the experiences to the fellow farmers. 56 participants attended the programme.

Method demonstration for Livestock

Dr. K. Karthik (SMS Animal Science) explained the importance of use of mineral mixture to improve the performance of livestock. Further, the advantages and use milk replacer to goat kids was also explained. Later, method demonstration on how to use milk replacer and mineral mixture to livestock was demonstrated. 17 farmers were benefited by the program.



State Level Seminar - Scientific Bee Keeping

KVK Erode participated in the state level seminar on scientific bee keeping organised by TNAU, Coimbatore. Programme was presided by Dr. Geethalakshmi, Vice Chancellor, TNAU, Coimbatore. During the programme booklet on bee keeping techniques were released for the benefit of the bee growers and entrepreneurs. Farmers from Gobi and TN palayam blocks participated and they were brief about the importance of bee keeping. Mrs. Kavitha, honey entrepreneur and National Bee Board member promoted by KVK shared his experience in bee rearing and value added products. 20 farmers attended the programme.



Promotion of Minor millets in Tribal area

Minor millets are the important millet crop cultivated over 4000 ha area in Erode district. KVK demonstrated latest varieties and technologies in finger millet and small millet for Improving the productivity level.



KVK conducted frontline demonstration on finger millet and small millet variety (ATL 1) in 20 farmer's field at Bargur hills, Anthiyur block. The technology comprising of ATL 1 variety having the special features like easy threshability, synchronized maturity and non-lodging growth habit and drought tolerant in nature and seed treatment with bio-fertilizers were also done to enhance the uniform germination and growth. The success of demonstrations shared in the local newspaper for wider dissemination.



Popular Articles Published

- ⇒ High yielding short duration paddy varieties and it's special features, suitable varieties for Erode district - 15.10.2024 (Daily Thanthi)
- ⇒ A story of Franchiesee turned Entrepreneur in value added banana flower products making - MYRADA Annual Report 2023-24
- ⇒ Lactic acid bacteria and its usage in natural farming promotion - Readers shelf
- ⇒ Ecological Engineering for pest management - Agrigate
- ⇒ Recent cultivation techniques for improving Little millet productivity - Tamil Murasu (6.11.2024)
- ⇒ Soil fertility enhancement techniques (Kalaikathir 18.11.2024)
- ⇒ Blacksoldier production; Rainfed farming and watershed management;
- ⇒ Integrated leaf folder management in paddy - (Kaalaikathir & Dinakaran 1.12.2024)
- ⇒ Role of Trichoderma in disease management (Dinakaran 09.12.2024)
- ⇒ Bio agents and bio fertilizers for crop production (Daily Thanthi 11.12.2024) ; Leaf folder management in paddy (Daily Thanthi - 19.12.2024)
- ⇒ Single bud seedling production to enhance Sugarcane productivity (Agrigate); Harnessing the natural energy through natueco farming (Agrigate)

FOR CONTACT

Dr. P. ALAGESAN

Senior Scientist and Head

ICAR Krishi Vigyan Kendra - MYRADA

272, Perumal Nagar, Pudukkottai Road, Kalingiyam Post - 638453

Gobichettipalayam Taluk, Erode District, Tamil Nadu

Mobile No. : 9486077454 E-mail : myradakvk@gmail.com, Websit : www.myradakvk.org

