

ATARI Newsletter

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Zonal review workshop of CFLD on Pulses and Oilseeds



Zonal workshop of CFLD on Pulses and Oilseeds was organized at BUAT, Banda during 27-29 February, 2024. In this workshop Dr. S.K. Singh, PS & Ex Director, ATARI, Jodhpur acted as a Chief guest of the inaugural programme. Dr. R.K. Yadav, DE, CSAUAT, Kanpur; Dr. N.K. Bajpai, Director Extension, BUAT, Banda and Dr. Bhanu Prakash Mishra, Prof & HOD Extension was the special guest.

Cluster Frontline Demonstration (CFLD) is a form of applied research through ICAR/SAUs system on latest notified/released varieties along with full package of practices on selected farmers' fields with a view to demonstrate the potentiality of the technologies to participating farmers, neighboring farmers and other agencies; to analyze the production and performance of the technologies for scientific feedback.

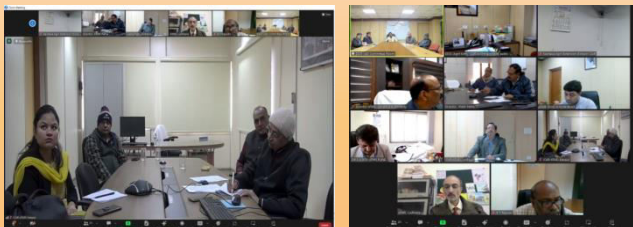
All Heads of 89 KVKs participated in this workshop. Every Head of the KVK presented their achievements on CFLD pulses. This workshop was organized with four technical sessions. All the sessions were chaired by Dr. S.K. Singh and Dr. Bhanu Prakash Misra. Dr. N.P. Singh, Vice Chancellor of BUAT, Banda was chairman in the valedictory session.

Dr. N.P. Singh emphasized upon inclusion of short duration mung bean under rice-wheat cropping system on large scale. In this workshop progress was reviewed and following remarks and suggestion were made by the house:-

1. Presentation should be elaborated properly and farming situation should have been mentioned.
2. Extension Scientist should analyze the technological gap before conducting the demonstration.
3. During presentation details of farming situations of Demonstration site should be mentioned by presenter.
4. Source of data should be mentioned.
5. Results for each situation should be presented separately.
6. Feedback from farmers and suggestions for research should be discussed in presentation.
7. Only the new and recommended varieties should be used under demonstration.
8. Scientist should interact with farmers about the problems and their solutions.
9. Cost of cultivation should be specific for each situation.

Meeting on Interaction with ATARI Directors on KVK National Conference and Golden Jubilee Celebrations

Online meeting on Interaction with ATARI Directors on topic of KVK National Conference and Golden Jubilee Celebrations was organized on 22.01.2024 under the Chairmanship of Dr. U.S. Gautam, DDG (AE), ICAR, New Delhi. Directors of All ATARIs participated in the meeting. Dr. S.K. Dubey Director, ICAR-ATARI Kanpur; Dr. S.K. Singh, PS (AE); Dr. Seema Yadav, Scientist (LPM) and Shri S.N. Yemul, CTO also participated in the meeting.



Republic Day Celebration at ICAR-ATARI, Kanpur

The 75th Republic Day of India was celebrated by ICAR-ATARI, Zone III, Kanpur on 26th January 2024. All the scientists, officers and employees of the institute participated in this program. The program started with the flag hoisting by Dr. Shantanu Kumar Dubey, Director, ICAR-ATARI, Kanpur. On this occasion, the Dr. Shantanu Kumar Dubey, Director in his address mentioned in detail the achievements of India, the achievements of the Indian Council of Agricultural Research and also those of ICAR-ATARI Kanpur. He said that this year the theme of Republic Day is 'Developed India' and 'India – Mother of Democracy'.

On this occasion, Dr. S.K. Singh (PS AE), and Dr. Raghwendra (PS Horti.) and Dr. Seema Yadav (Scientist LPM) also presented their views.



Participation in Regional Agriculture Fair

Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur participated in Regional Agriculture Fair during 3-5 February, 2024 which was organized by ICAR-Indian Institute of Vegetable Research, Varanasi. This three day Regional Agriculture Fair was inaugurated on 03 February 2024 at ICAR-IIVR, Varanasi by Shri Surya Pratap Shahi, Hon'ble Minister of Agriculture and Farmers Welfare, Government of Uttar Pradesh graced the inaugural session as the Chief Guest. Dr Mangala Rai, Ex-Secretary DARE and DG, ICAR, the was special guest. Dr. U. S. Gautam, DDG (AE), ICAR, New Delhi also participated in the Fair.



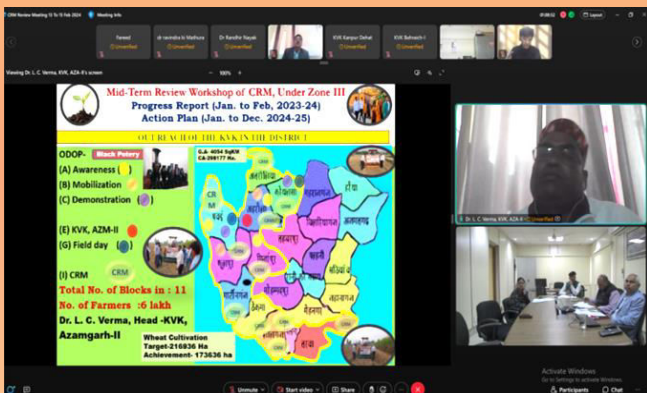
'Uttar Kshetriya Kisan Mela evam Krishi Pradarshini' organized by RLBCAU Jhansi

Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur participated in 'Uttar Kshetriya Kisan Mela evam Krishi Pradarshini' on 08.02.2024 which was organized by RLBCAU Jhansi during 8-10 February, 2024. 'Regenerative Agriculture for Sustainable Development' was the theme of Kisan Mela. Topics such as 'Improved varieties of pulse crops for better production in Bundelkhand' and other topics for benefits of Farmers specially of Bundelkhand region were also discussed.

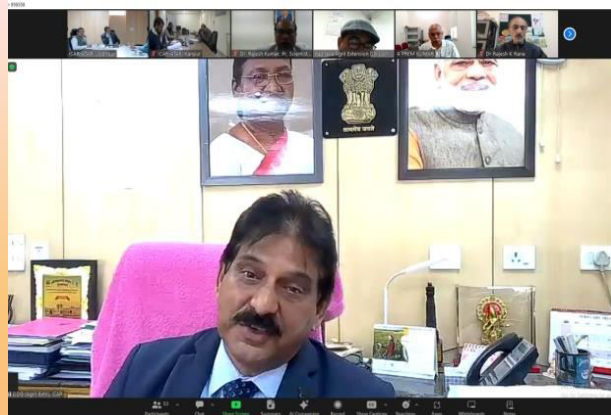


Online Review meeting of CRM Project KVKs organized by ICAR-ATARI Kanpur

ICAR-ATARI, Kanpur organized three days virtual review meeting of CRM project during 13-15 February, 2024. In the meeting KVKs of Zone-III Uttar Pradesh having CRM Projects made the presentation and regarding the progress of project and action plan which was reviewed by Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur; Dr. S.K. Singh, PS (AE), Dr. Raghwendra Singh, PS (Horti) and Dr. Seema Yadav, Scientist (LPM).



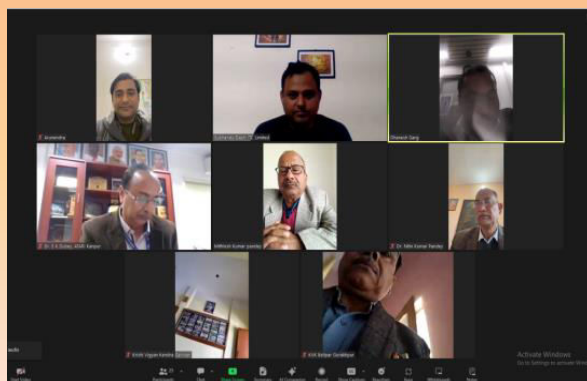
Kanpur Dr. S.K. Dubey, Director; Dr. S.K. Singh, Pr. Scientist (AE) and Dr. Raghwendra Singh, Pr. Scientists (Horti.) participated in the meeting and presented the physical and financial progress of Natural Farming project from Zone-III, Uttar Pradesh and Status of submission of concept note.



Online KVK interaction Meeting regarding DSR and ZT technology dissemination in the district

Online Review Meeting for Physical and Financial Progress under Natural Farming Project under the chairmanship of DDG (AE)

On 15.02.2024 an Online Review Meeting for Physical and Financial Progress under Natural Farming Project and Status of submission of concept note to SMD for new Research Project was organized under the Chairmanship of Dr. U.S. Gautam, DDG (AE), ICAR, New Delhi. All ATARI Directors participated in this meeting. From ATARI



On 16.02.2024 an Online KVK interaction meeting regarding DSR and ZT technology dissemination in the district was hosted by ICAR-ATARI, Kanpur along with ITC Limited for Scientific documentation of the impact of the promoted practices, DSR and Zero-till in Rice and Wheat respectively on water, soil, and Green House Gas (CHG) savings as compared to conventional practices along with impacts on yields, cost of cultivation and income. Scientists from KVK Gonda-I, Gonda-II, Bahraich-I, Bahraich-II, Lalitpur and Gorakhpur-I participated in the meeting. Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur chaired the meeting.

Participation in National workshop of ARYA Project at Gaya, Bihar



On 22nd-23rd February 2024 Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur participated in two day National Workshop of ARYA Project organized by ICAR-ATARI Patna at Bodhgaya, Bihar. Dr. U.S. Gautam, DDG (AE), ICAR was Chief Guest in the workshop. In his address DDG (AE) highlighted the need for employment and income generation for rural youth and cited low profitability, drudgery of farm operations, poor quality of life, and shrinking land holdings as reasons for youth's lack of interest in agriculture. Dr. Gautam emphasized that reducing youth migration from rural to urban areas could be achieved by providing sufficient employment opportunities in villages.

Dr. K.D. Kokate, former DDG, ICAR; Dr. M. M. Adhikari, former Vice Chancellor, Bidhan Chandra Krishi Viswavidyalaya, West Bengal; Dr. R.R. Burman, ADG (AE), ICAR were also present in

the workshop. During the program, 12 progressive entrepreneurs from Bihar and Jharkhand were also awarded with Krishak Protsahan Puraskar. The annual report of the ARYA project was released during the event.

The Zonal Monitoring Committee (ZMC) visit to NICRA Project districts

During 05.03.2024 to 07.03.2024, The Zonal Monitoring Committee (ZMC) of NICRA project consisting of Dr. B. Gangwar, Ex- Director, ICAR-IIFSR, Meerut as Chairman; Dr. Masood Ali, Ex-Director ICAR-IIPR, Kanpur as member and Dr. S.K. Singh PS (Ext.) ICAR-ATARI, Kanpur visited three NICRA KVKs (Village) in the District of Kanpur Dehat (Aurangabad), Gonda-I (Bambumpurava) and Gorakhpur (Mahopar) representing situated two different vulnerability namely Sodacity and Flood prone area during 05-07 March 2024 to 07/03/2024. The team interacted with farmers, farm women and KVK staff at Custom Hiring Centre and latter also visited farmers' field and KVK.



10th Institute Management Committee (IMC) Meeting of ICAR-ATARI, Kanpur



On 21.02.2024 the 10th Institute Management Committee Meeting of ICAR-ATARI, Kanpur was held under the chairmanship of Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur. IMC Members and officers including Dr. Dharmendra Singh (Ballia); Shri Karunendra Pratap Singh (Gorakhpur); Dr. Sultan Singh, PS (AN), ICAR-IGFRI, Jhansi; Dr. Uma Sah, Head Div. of Social Science, ICAR-IIPR, Kanpur; Dr. R.K. Singh, ADG (AE), ICAR; Shri R.B. Verma, AAO, ICAR-ATARI, Kanpur participated in the meeting. Dr. S.K. Singh, PS (AE); Dr. Raghwendra Singh, PS (Horti), Dr. Seema Yadav, Scientist (LPM) and Shri S.N. Yemul, CTO were special invitees.

Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur and Chairman extended warm welcome to IMC Members. Thereafter, the agenda items were put up before the members and briefed by the Director, ICAR-ATARI, Kanpur. After briefing the agenda items, a Power Point Presentation was made by Director himself regarding the Technical Achievements of ICAR-ATARI, Kanpur. After the presentation Director ATARI briefed about the ongoing projects of ATARI, Kanpur and proposed new projects to IMC Members. Presentation was appreciated by IMC members. After the presentation and briefing, few suggestions were given by the members which were noted for future action.

Participation in 'Mahila Kisan Mela & Gosthi' organized by KVK Jhansi



On 14.03.2024, Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur attended one day 'Mahila Kisan Mela & Gosthi' as Chief Guest at KVK Jhansi. Mela was organized by KVK Jhansi for encouraging women empowerment and entrepreneurship development. Program was inaugurated with lightening of lamps. On this occasion Dr. S.K. Dubey in his address said that women farmers can become self-reliant and success can be achieved with a little risk, identifying the appropriate opportunities and making efforts accordingly. Farmer women are being benefitted by various schemes of Government.

On this occasion Guest of Honour Dr. Sadhna Pandey, Head, Division of Social Science, ICAR-IGFRI, Jhansi also gave an address and said that women need to come forward to work as active partners.

Dr. N.K. Bajpai, Director Extension, BUAT, Banda; Dr. Nishi Rai, Head KVK Jhansi and all scientists of KVK Jhansi were present on the occasion.



Inauguration of 16th Institute Foundation Day' and National Seminar on 'Cultivating Sustainability through Natural Farming Practices'



The 16th Institute Foundation Day celebration of ICAR-Agricultural Technology Application Research Institute, Zone-III, Kanpur was organized today. A two day National Seminar on 'Consonance with Nature (CoWiN-24): Cultivating Sustainability through Natural Farming Practices' was also inaugurated during the event.

Dr. U.S. Gautam, DDG (AE), ICAR, attended the program through online mode and stated that the Krishi Vigyan Kendras is completing 50 years on 21st March 2024, and on this occasion, the Golden Jubilee program will be celebrated throughout the year.

The Chief Guest Shri. Abhay Mahajan, Organization Secretary, Deendayal Research Institute, New Delhi, said that the importance of Krishi Vigyan Kendra has increased a lot in the country, and natural farming is historically linked to the culture and tradition of India. There is a need to revive it and in this direction, the participation of farmers, extension experts, and researchers is very important.

The Chairman of the inaugural programme Prof. Sudhir Kumar Awasthi, Pro-Vice-Chancellor, Chhatrapati Shahu Ji Maharaj University, Kanpur stated that the university and ICAR-ATARI,

Kanpur are working together to promote natural farming. He stressed the importance of fossils in soil.

The Guest of Honor Dr. G.P. Dixit, Director, ICAR-Indian Institute of Pulses Research, Kanpur, and Dr. R. Viswanathan, Director, ICAR-Indian Institute of Sugarcane Research, Lucknow, were also present during the programme.

Dr. Shantanu Kumar Dubey, Director, ICAR-ATARI, Kanpur, spoke about the background of this seminar, stating that KVKs of 52 districts of Uttar Pradesh have Natural Farming projects, including 26 districts along the banks of Ganga. Dr. Dubey further added that ICAR-ATARI, Kanpur Institute works to develop an action plan for 89 Krishi Vigyan Kendras of Uttar Pradesh, monitor and evaluate the works, and get new technologies tested and demonstrated on the fields of farmers through KVKs. He highlighted that KVKs are working to make farmers organized and self-reliant by creating FPOs.

A MoU was signed and exchanged between Chandra Shekhar Azad University of Agriculture & Technology, Kanpur, and ICAR-ATARI Kanpur.

Scientists of 52 KVKs of the Natural Farming Project, farmers, researchers, and students also participated in the seminar.



Participation in Curtain Raiser Event of Golden Jubilee Celebration of KVKs at Puducherry



On 21.03.2024, Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur participated in the Golden Jubilee Celebration of KVKs on Puducherry. The 1st KVK was established by ICAR on 21st March 1974 in Puducherry and ICAR-Krishi Vigyan Kendras are celebrating their Golden Jubilee Year in 2024. The Curtain Raiser of the Golden Jubilee Celebration was held in Puducherry on this occasion.

The Chief Guest, Dr. Sharat Chauhan I.A.S Chief Secretary, Govt of Puducherry, congratulated the Agricultural Administrators, Scientists, and the farming community for the significant achievements during 50 years.

Dr. Himanshu Pathak, Secretary (DARE) and Director General (ICAR) virtually addressed the program and said that the Transfer of Technologies by the KVKs has helped in increasing the food grain production & horticultural production in the country. He also said that the KVKs should serve as a one stop solution, capacity building, market information, and skill development for farmers at the grassroots level.

Dr. U.S. Gautham, DDG (AE), ICAR; Dr. A.K. Singh, Vice Chancellor, Rani Laxmibhai Central Agricultural University, Jhansi, Dr. S.K. Singh, DDG (Horticulture), ICAR; Shri A. Nedunchezhiyan I.A.S, Secretary, (Agriculture), Govt of Puducherry; Dr. V. Geethalakshmi, Vice Chancellor, Tamilnadu Agricultural University, Coimbatore; Dr. R.R. Burman and Dr. R.K. Singh, ADG (AE) ICAR and Directors of all ATARIs were present in the program.

Quarterly Progress Report (Jan-March, 2024)

Activities	Achievements
On- Farm Trials Conducted (Nos.)	38
Frontline Demonstrations Conducted (Nos.)	1343
No. of Farmers and farm women Trained (Nos.)	5138
No. of Extension Personnel Trained(Nos.)	1894
Production of Seeds (in Quintals)	135.00
Production of Planting materials(in lakhs)	28.96
Production of livestock strains and fingerlings (in lakhs)	00.50
Soil and water samples tested (Nos.)	1262
No. of Farmers provided mobile agro-advisory (in lakhs)	10.25
No. of Farmers and other stakeholder Benefitted through various Extension Activities (in lakhs)	1.21

Participation of KVKs in Viksit Bharat Sankalp Yatra

As per vision of Govt. of India “Hamara Sankalp Viksit Bharat”. *Viksit Bharat Sankalp Yatra* has been organized from 1 Jan. 2024 to 26 Jan., 2024. The major objectives of the programme were reaching the unreached, dissemination of information and generating awareness about scheme, learning from farmers/citizens and enrolment of potential beneficiaries. All KVKs of Uttar Pradesh took active part as various Gram Panchayat level KVKs scientists elaborated about Kisan Credit Card, Natural Farming, Agril. Drone, Soil Health Cards, Sustainable Agriculture Development in active participation of farming community. Total 31 Central/State Ministers, Minister of Parliaments and Member of Legislative Assembly took part in the programme at different places. Total 928 Gram Panchayats were covered in which 79865 farmers/farm women and rural youths actively participated. Total 1264 interactive talks were arranged on various flagship scheme for rural awareness

Innovative & digitized agripreneurship

QR code based traceability of the ragi value chain (production to plate_P2P)

Various millets are being produced in India, though sporadically, they have demand for their unique health benefits. Among all the millets, Ragi (MAKRA) is the most popular millet which is also rich in calcium, iron, and protein. To capture indigenous process of Ragi value added products development, KrishiVigyan Kendra, Pratapgarh with guidance from ICAR- ATARI, Kanpur has digitally documented all the production steps till different value added products making (highlighting all the components viz., sowing methods, application use of soil nutrients, application of plant protection chemicals, if any; harvesting and threshing method and then packaging of finished products). Therefore, a **QR code has been generated for traceability of the ragi value chain** from production to plate. With the help of QR, the confidence among the buyers and consumers may be consolidated for organically grown ragi and products made there of. This shall lead to enhance profitability and

income of the farmer women engaged in the endeavour.

Impact of QR based tool:

- Popularity of the product has enormously increased
- Developed equitable faith for farmers, sellers as well as consumer
- Community participation enhanced the demand of products @cost effective and healthy too.
- Believing the QR more as compared to product advertising
- Group has started the local production of ragi products.
- Due to QR traceability and being organic, demand of ragi products is sky high.



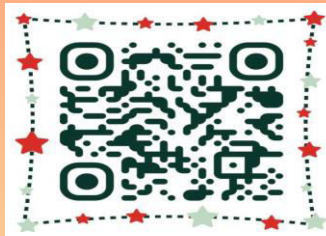
Protocols added in QR Code



Field activities on Ragi cultivation



Training on Ragi Value added product making



Developed QR Code for Traceability (in use) and the branding and labelling of the products



Value Added Products

FPO led Agri-entrepreneurship Model: A Success Case



Government of India took initiatives for formation and promotion of 10000 FPOs in 2023-24. Under process flow framework the KVK work as CBBO (Cluster Based Business Organisation). Banana and Chilli are the potential and promising fruits and vegetables of the District .Therefore, to facilitate production and marketing of these two commodities, two FPOs have been formed by KVK Kaushambi under the guidance of ICAR-ATARI-Kanpur namely *Krishak Utpadak Sangathan evm Viparan Sahkari Samiti, Village Chandwari block Muratganj* for chilli and Village Girdharpurgadhi block kada, Kaushambi, for banana. The board of directors and CBBO (KVK,Kaushambi) jointly decided that Rs.2000 per share may be sold to each registered member. In the first phase, 300 members were registered. The account were open in the favours of *Krishak Utpadak Sangathan evm Viparan Sahkari*. The total bank capitals of this FPO to the extent of collected Rs. 6.0 lakh. The total capital reaches Rs.12.0 lakhs of this FPO and now the FPO is in the position to start business with the capital.

In FPO, Kada, Kaushambi, the registered members are 340. They are received numerous benefits (direct and indirect) from this intervention and 10-12% more profit i.e, in term of Rs. 10000-12000/-. The 19 members established market linked saving the transportation and commission charges Rs. 5000 to 7000 in banana. FPO members are creating linkage at gross root level market and local buyer. The Local buyers contact the FPO and purchase Banana and other FPO product produce at the price 10-12 % more of margin than middle man. The turnover of FPO established in Block- Kada was Rs. 23.11 lakhs during the year 2023-24.



Details of other Meetings/events

Sr. No.	Date	Activity
1	04.01.2024	Participation in online meeting regarding Presentation of new project of RAC for Internal Review Meeting under the chairmanship of DDG (AE)
2	05.01.2024	Online participation in DG's Interaction with all Scientists of ICAR
3	10.01.2024	Visit to ATARI Patna for discussion of Network Project to finalize for RAC
4	11.01.2024	Online NICRA Review Meeting Actual Expenditure and Action Plan 2024 organized by ICAR-ATARI, Kanpur
5	16.01.2024	Participation in Management Meeting in BUAT Banda as DDG Nominee
6	16.01.2024	Participation in online meeting on Soil Health Programme in 1000 Schools on
7	29.01.2024	Participation in online meeting regarding Review of Progress of Golden Jubilee of KVKs under the chairmanship of DDG (AE)
8	01.02.2024	Participation in National conference at ICAR-IISR, Lucknow
9	01.02.2024	Participation in online ICAR-CSISA Collaboration Online Meeting at 11.00 AM on 1st February 2024
10	05.02.2024	Participation in Kisan Mela and Millets Exhibition at RVSKVV, Gwalior.
11	07.02.2024	Online participation in NICRA Budget meeting.
12	08.02.2024	Participation in online Meeting on Bank account opening at KVK level for CFLD Pulses and Oilseeds under the chairmanship of DDG (AE).
13	10.02.2024	Participation in online ICAR- AUs Interaction meeting.
14	16.02.2024	Participation in online meeting on Interaction with Directors of ATARI for Parliamentary Committee for estimates reply under the chairmanship of DDG (AE)
15	18.02.2024	Visit to KVK Jhansi.
16	22.02.2024	Participation in online Meeting regarding Discussion on various Animal Science related programmes to be implemented through KVKs.
17	25.02.2024	Participation in program organized by DRI Chitrakoot on the occasion of 14th Punyatithi of Rashtrarishi Nanaji Deshmukh Ji.
18	26-27 Feb.,2024	Participation in VC's and Director's conference in New Delhi.
19	27.02.2024	Participation in meeting with ATARI Directors under the chairmanship of DDG (AE) at the Committee Room of Div. of AE, KAB-I, ICAR to discuss the issues related to the ATARIs & KVKs.
20	29.02.2024	Participation in online Meeting on Extension and Capacity Building in collaboration with KVKs' under the Chairpersonship of Secretary, AHD
21	01.03.2024	Online Review of Expenditure till date and requirement of additional funds under SCSP for the year 2023-24 organized by ICAR-ATARI, Kanpur
22	05.03.2024	Participation in online Meeting on Oilseed Model Village.
23	08.03.2024	Participation in online meeting regarding Revision of Project Proposal on CFLDs under the chairmanship of DDG (AE).
24	11.03.2024	Meeting with ITC in Lucknow.
25	12.03.2024	Participation in online Meeting for Certification of Technology Product Model in Agriculture Extn. under the chairmanship of DDG (AE).
26	12.03.2024	Participation in online meeting of ICAR-Bayer Crop Science collaboration for DSR demonstrations at 45 KVKs under the chairmanship of DDG (AE)
27	18.03.2024	Participation in online Meeting with Directors ATARI regarding Golden Jubilee Celebration of KVKs under the chairmanship of DDG (AE).
28	26.03.2024	Participation in online Meeting on Financial and Administrative Review under the chairmanship of DDG (AE).
29	28.03.2024	Participation in online Meeting with AF & AO of ATARI for Expenditure status under the chairmanship of DDG (AE).
30	28.03.2024	Participation in online SAC Meeting of KVK Pratapgarh.

कृषि विज्ञान केंद्र को जानें

महान विचारक, मोहन सिंह मेहता, की सोच का विशेष अंकुरण
मैं, कृषि विज्ञान केंद्र, कृषि शोध व कृषि के मध्य खड़ा हूँ
मैं, अनुसंधान संस्थान भी हूँ, मैं, खेत-खलिहान, सलाहकार भी हूँ.
खेती संबंधी हर समस्या को सूँघ, उसका हल सार्वजनिक करता हूँ
मैं, चलता-फिरता-बतियाता-बुलाता, किसानों का बंधा विश्वास हूँ
ज्ञान का लबा-लब कुआं हूँ, ज्ञान के प्यासों को खोजता-फिरता हूँ
खोजने, मिलने की आवश्यकता नहीं, मैं नारद मुनि स्वयं पहुंच जाता हूँ
कठिन, कठोर, क्लिष्ट, अव्यावहारिक अनुसंधानों को तराशा करता हूँ
आंकलन कर, आर्थिक बना, इन्हें स्थानीय हालत के अनुरूप, डालता हूँ.
भूमि-पौध विकास, पौध व्याधि बचाव, डेरी, वानिकी, मूल्य- संवर्धन
संबंधी हल देना व कृषकों के दिल जीतना ही, मेरा ध्येय है
संस्थानों-प्रयोगशालों व खेत-खलिहानों के बीच खाई नापता हूँ
भर इन गहराइयों को, घटा दूरी, बिन पानी, नाव चलाता हूँ
मैं, कृषि के उचित आदानों को, उचित स्थानों तक ले जाता हूँ
हर आवश्यक आदान को उचित समय व कृषक तक पहुंचाता हूँ
हर हाल में, लाध कमर पर, तकनीकियों को बीहड़ तक ले जाता हूँ
अनवरत होती वर्षा, दलदल, सूखा, हर चुनौती बीच पहुंच जाता हूँ
बैठ किसानों बीच, मन की रूढ़िवादी, हठधर्मिता की जड़ हिलाता हूँ
द्रुत गति से नवाचार पहुंचा, समस्याओं का हल वरीयता से निकालता हूँ
खाद्यान्नों की उपलब्धता से, मिले अमन-चैन सहनशीलता को परखें
कृषि उत्पाद की निरन्तरता से, प्रजातंत्र की गहराई को भी परखें
मेरा समर्पण देखो, गांव देखो, किसान कामदार की मुस्कान देखो
मेरा परिवार फैला इतना, अनुसंधान शिक्षा केंद्र कोई फैला नहीं
मैं भारत के हर जनपद, उप-जनपद में सेवा करने पहुंच चुका हूँ
बढ़ता परिवार पारितोष है, किसानों का आशीर्वाद है, सही आकलन है
कृषि औषधालय हूँ, संकट मोचन हूँ, उन्नति की राह हूँ, मैं केवीके हूँ
भूमंडलीय ऊष्मा, बिगड़ते वातावरण का रक्षा कबच हूँ, मैं केवीके हूँ
मेरे कार्य क्षेत्र में हरियाली का राज है, दोपहर नहरं संध्या का शासन है

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