

CONTENTS

1.	Millet Based recipe Contest	2
2.	Extension Council Meeting at RLBCAU, Jhansi	2
3.	Participation in 95 th Foundation Day of ICAR	3
4.	Visit to KVK Hapur by the ATARI Director	3
5.	PM Kisan Samman programme organized	3
6.	Participation in RAC meeting	4
7.	Independence Day Celebration	4
8.	Participation in Review workshop of CRM Project	5
9.	Capacity building of newly joined SMSs	5
10.	Hindi Pakhwada Organised	6
11.	Land Diagnostic Survey of pulses	7
12.	Visit of ZMC members to NICRA villages	7
13.	Success story	8
14.	Online Monitoring System (OLMS)	9
15.	Process validation for result framework-based impact analysis	10
16.	Other meetings	11
17.	Quarterly Progress Report (July-Sept., 2023)	12



Director's Message

Being the signatory of Sustainable Development Goal (SDG II), India is committed to be the global partner in ensuring zero hunger across the world. Further the operationalization of zero hunger must start from the rural household level wherein the farm families may be ensured to overcome the issues of hunger by offsetting under-nutrition, malnutrition and over-nutrition.

In this direction, this ATARI has mooted the action research through KVKs for establishing the 'Hunger-free villages' in the selected districts of Uttar Pradesh by intervening with popularizing the Bio-fortified crop varieties, fortification of available food basket and ensuring vitamins and minerals sufficiency by establishing the nutrition garden. Integrating millets in the cropping system and food system of the household shall be another endeavour in this direction. And therefore, holding the recipe-contest of traditional millet based value added product is one such initiative taken by the KVKs of 25 districts of the state where different millets are cultivated in varied proportion. The above three pronged action may emanate desired goal over the time period of 3-4 years.

I feel pleasure in putting before you the third issue (July-September, 2023) of Newsletter (Vol. 32) of this institute for your perusal and views. This issue envelopes many important events like review of CRM project, celebration of *Hindi Pakhwada*, experiences sharing of LDS-Pulses related studies, Research Advisory Committee meeting for reviewing the 8 (eight) network research projects and many more.

(Shantanu Kumar Dubey)
Director

Millet Based recipe Contest (6th July, 2023 onward)

In order to promote millet cultivation and consumption among the rural household in Uttar Pradesh, women farmers led recipe contest of millet products were arranged by 25 KVKs of the state. These contest were held in three phases by these districts spanning three millet growing blocks (millet area up to 5 th. ha, area from 5-10 th. ha and area more than 10 th. ha). In each district from these contests, a large number of recipes of indigenous products of *Jwar*, *Bajra*, *Ragi*, *Kodo* and *Sanwa* were emerged. These products were also prepared and prioritized by women groups themselves as well as local rural based officials and ranked as first, second and third based recipe.

The farm women groups were also surveyed for their sources of learning of those millet based products and also the different occasions in which such products are made available.



Extension Council Meeting at RLBCAU, Jhansi

An extension Council Meeting at RLBCAU, Jhansi was held on 4th July, 2023 under the chairmanship of Hon'ble VC of RLBCAU, Jhansi Dr. A.K. Singh.

The meeting was also graced by former DDG (AE), Dr. P. Das and Deans of different colleges of Universities and Directors besides the progressive farmers and stake holders. Director of Extension, Dr S.S. Singh presented the progress of outreach activities of University (2022) and the Action Plan (2023) were formalized in the meeting. Many constructive suggestions including establishment of Zero Hunger Villages and ensuring Technology Adoption Gap Minimization were emerged.



Participation in 95th Foundation Day of ICAR



Director of ICAR-ATARI, Kanpur Dr. S.K. Dubey participated 95th foundation Day of ICAR at NASC, New Delhi and coordinated the ICAR-Industry interface for the agri-entrepreneurs of Uttar Pradesh on 16th July, 2023. Overall event was coordinated by Dr. U.S. Gautam, DDG (AE). KVKs Hapur, Ghazideabd, G.B. Nagar and Sambhal participated in this event and exhibited the technologies and value added products developed by the agri-preneurs of their districts.

Visit to KVK Hapur by the ATARI Director

Dr. S.K. Dubey, Director ATARI and Dr. Raghwendra Singh, PS (Hort.) visited KVK Hapur and monitored activities on 18 July 2023. The activities of the centre were reviewed and it was emphasized to enhance the KVK resources by efficient utilization of instructional farm. Later, in the interaction with a group of farmers, grafted fruit plant saplings of mango were provided to them.



PM Kisan Samman programme organized by KVKs

PM Kisan Samman programme was organised by 89 KVKs of Uttar Pradesh on 27.07.2023. In this programme total 11666 farmers including 8048 male farmers and 3618 female farmers participated. A total of 195 public representatives including 1 central minister, 13 state ministers/MLAs and 181 other VIPs also witnessed in this important programme.



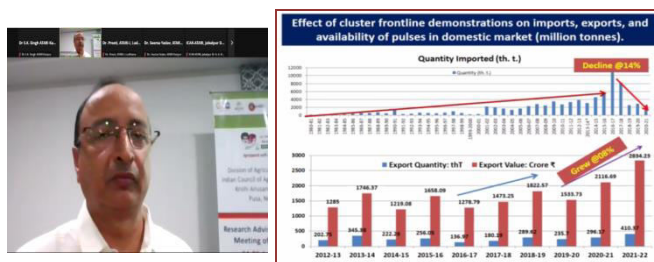
Participation in RAC meeting

RAC meeting was organized by ICAR ATARI, Bangalore (Zone-XI) during 4-6 August, 2023 in Hybrid mode.

All Directors of ATARI; Dr. P. Das, Ex DDG (AE); Dr. U.S. Gautam, DDG (AE), Dr.Ranjay K Singh, Member Secretary RAC and ADG (AE) attended this three days meeting.

From Zone-III, Kanpur Dr. S.K. Dubey, Director and Dr. Raghendra Singh, PS (Agron) attended this meeting in physical mode. The findings of Network research project on impact of pulses technologies disseminated under CFLD-P programme by KVKs of India was presented which was encouragingly taken by all the members of RAC. Dr. Raghendra Singh, PS (Hort), ICAR-ATARI,

Kanpur also presented a new network research project In this meeting DDG(AE) suggested various action points with respect to the proposed NEW network research projects and on-going projects likely to be completed by December, 2023. Lastly, it was decided to organize the next meeting of RAC during second fortnight of December, 2023 at ATARI, Pune volunteered to host this RAC meeting.



Celebration of Independence Day



ICAR-ATARI, Kanpur organized 77th independence Day of India on 15 August 2023. The flag was hoisted by Dr. Shantanu Kumar Dubey, Director of the Institute. On this occasion, all the scientists, officers and employees of the institute took an oath to make India a developed country by the year 2047 under 'Meri Mati Mera Desh'.

The Director addressed the officials of the institute on this occasion. In his address, he remembered the sacrifices made by our great men for the independence of the country. He also highlighted the important points like resolution to success, forging for making India

developed by the year 2047 and rationale for celebrating flag hoisting in every house etc. Principal Scientist Dr. S.K. Singh and Dr. Raghavendra Singh and scientist Dr. Seema Yadav also addressed on this occasion. After the address, the program was concluded by planting saplings.



Participation Review workshop of CRM Project



Three days review workshop of CRM Project was organized at ICAR-ATARI, Ludhiana during 10-12, September, 2023. In this workshop, officials of ICAR-ATARI, Kanpur Dr. Raghwendra Singh, PS (Hort.) and Shri S.N. Yemul, CTO participated. This review workshop was organised under the chairmanship of Dr. Indrajeet Singh, VC, GADVASU, Ludhiana. Guest of honor, Dr. R.K. Singh, ADG(AE), ICAR New Delhi; Dr. J.P. Mishra, Director, ICAR-ATARI, Jodhpur; Dr. M.S. Bhutter, Head, Deptt of Agronomy, PAU, Ludhiana; Dr. Balwan Singh, DEE, HAU and Dr. Mahesh Narang, Head FMPE, PAU, Ludhiana were also present in this workshop.

In the inaugural session guests and dignitaries were welcomed by Dr. Parvender Sheoran Director, ICAR-ATARI, Ludhiana. He has presented a brief achievements of all CRM KVKs of Punjab, Delhi, Hariyana and Uttar Pradesh.

Chairman remarks were given by Dr. Indrajeet Singh, VC, GADVASU, Ludhiana. He also expressed regarding importance of CRM Project and its implementation, specially emphasized on increase of budget and strengthening of activities.

A lecture on “Surface Seeding: An emerging technology for paddy residue management” delivered by Dr. M.S. Bhutter, Head, Deptt of Agronomy, PAU, Ludhiana.

An interactive session on “Modern Digital Technologies for Effective Dissemination Farm Information”

also delivered by Dr. Jaspal Singh, Director & Head (RSSO) from C-DAC, Mohali.

KVKs under CRM Project also made their brief presentation under three technical sessions.

Valedictory session was addressed by chief guest, Dr. R.K. Singh, ADG(AE), ICAR New Delhi.

Capacity building of newly joined SMS's of KVKs



A batch of 50 newly joined SMSs from different KVKs under the area jurisdiction of ANDUAT, Ayodhya, BUAT, Banda and SVPUAT, Meerut in the state of Uttar Pradesh were exposed to 3 days intensive training programme on participatory planning and execution of “Technology Application Activities” during 4-6 September, 2023 at the Directorate of Extension Education, SVPUAT, Meerut. The participants were made to understand the core concept of Frontline Extension Education like Participatory Resource Extension, Agro-Ecosystem Analysis for participatory planning, farming system approach for on farm adoptive research and concept and methods of action research for extension practitioners. Dr. S.K. Singh, PS, ICAR-ATARI, Kanpur; Dr. Lakhan Singh and Shri Jagbir Singh were the key resource person during this training programme. The training programme was coordinated by Drs. Raghwendra Singh and Seema Yadav of ICAR-ATARI, Kanpur under the guidance of Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur.

Hindi Pakhwada Organised



Hindi Pakhwada was organized under the chairmanship of the Director, ICAR-ATARI Kanpur from 14th September to 29th September 2023. Various competitions such as Hindi translation, application writing, question-answers, poetry reading, Hindi typing, Essay writing, filling the blank etc. were organized every day. All the employees participated enthusiastically in the Hindi competition during every event. The program started on 14th September under the chairmanship of the Director, the program was



concluded on 29th September. On this occasion, ATARI, Kanpur paid Tribute to the Father of Indian Green Revolution Dr. M.S. Swaminathan.



Land Diagnostic Survey of Pulses

Understanding the prevailing production practices of different pulses by the farmers across the major pulses growing districts of Uttar Pradesh, real time based and mobile supported land diagnostic survey were done from the 3200 pulse grower spread across 320 villages of 8 districts in Uttar Pradesh. The master trainers from the KVKs of Sitapur-II, Kaushambi, Fatehpur and Jalaun coordinated this survey. In the districts of Banda and Jalaun, the respective master trainers facilitated with the RAWE students of BUAT, Banda and conducted the LDS-Pulses. The findings emerged from this survey were shared among the higher officials of ICAR, CSISA Scientists and partner KVKs on 27th September, 2023 at NASC Complex, New Delhi, during annual workshop.



Visit of ZMC members in NICRA villages

The chairman of ZMC NICRA, ICAR ATARI Kanpur, Dr. B. Gangwar, Member Dr. Masood Ali along with the Nodal Scientist NICRA Dr. Raghwendra Singh visited the NICRA villages of Jhansi (Chaudhary Dera) and Banda (Dirgewam) during 25-26 September, 2023.



Women empowerment through Agro-based enterprises



Smt. Pratibha Trivedi
 Age: 46 year
 Village- Saraiya Mirzapur,
 Block- Biswan,
 District- Sitapur, U.P.

Today, as an independent farmer, she is happy to provide her family with nutritious food and self employment opportunity for women farmers through small agro enterprises.

Smt. Pratibha Trivedi never let down her morale even though she is not physically strong. After completing her post graduation in Hindi, she adopted the innovations of agriculture and allied enterprises on her small land to support the family. Now she has made her identity as a successful woman farmer.

Prior to this Mrs. Pratibha Trivedi was a traditional farmer who owned 1 acre of land, adopting old traditional farming methods and growing local vegetables like beans, pumpkin, tomato, gourd etc. to support her family. Due to less knowledge on new agricultural techniques and practices, her hard work was not getting the result as per expectations.

Motivation & Training: Krishi Vigyan Kendra- II, Sitapur interacted with Smt. Pratibha Trivedi during the years of 2016. Krishi Vigyan Kendra motivated her to take up agriculture as profitable enterprise, under which she received training on “Charcoal briquettes from agricultural waste, vermicompost production,

lamps and pots making from cow dung and nutrition garden.

Achievements:

- After the training, majority of women were greatly influenced by the work of Pratibha Devi and expressed their desire to work together with her.
- Smt. Pratibha Devi formed a group after talking to all the women those wanted to work together, the group was named **“Sheetal Mahila Svayam Sahayta Samuh”**
- Pratibha Devi got all the women of the group trained through Krishi Vigyan Kendra
- Now the identity of Smt. Pratibha Devi and her group has become popular in the district, Stalls are put up by their group in the exhibitions, fairs etc. organized in the district. There is a lot of demand for lamps made from cow dung during Diwali. The charcoal briquette made by them is in great demand in the local market.

Awards/recognition: She has received many Awards at District Agriculture Departments, Non-Government Organizations, NRLM, Krishi Vigyan Kendra etc.

Impact on other farmers:

- Now she is an entrepreneur with a resource rich family. Along with this, she never let physical problems hinder his goal. She also performed the responsibility of a teacher in the initial times. Taking some time out of the busiest time, wrote poems too
- Her life story has inspired many women those consider their physical weakness as a hindrance in life.

Income-expenditure statement:

Units	Production Qt/No.	Rate	Gross Income (Rs.)	Expenditure (Rs.)	Net Income (Rs.)
Vermi compost production	40 qt.	700/qt.	28000	12000	16000
Agro Waste Charcoal briquette	10 qt.	280/ Kg.	280000	150000	130000
Cow dung lamps	7 qt.	350 Kg.	245000	105000	140000
Cow dung pots	1200	25/- peace	30000	12000	18000
Grow Bags 15”x15” (Pack of 10)	300 (Packet)	950/pack	285000	150000	135000
Total					4,39,000



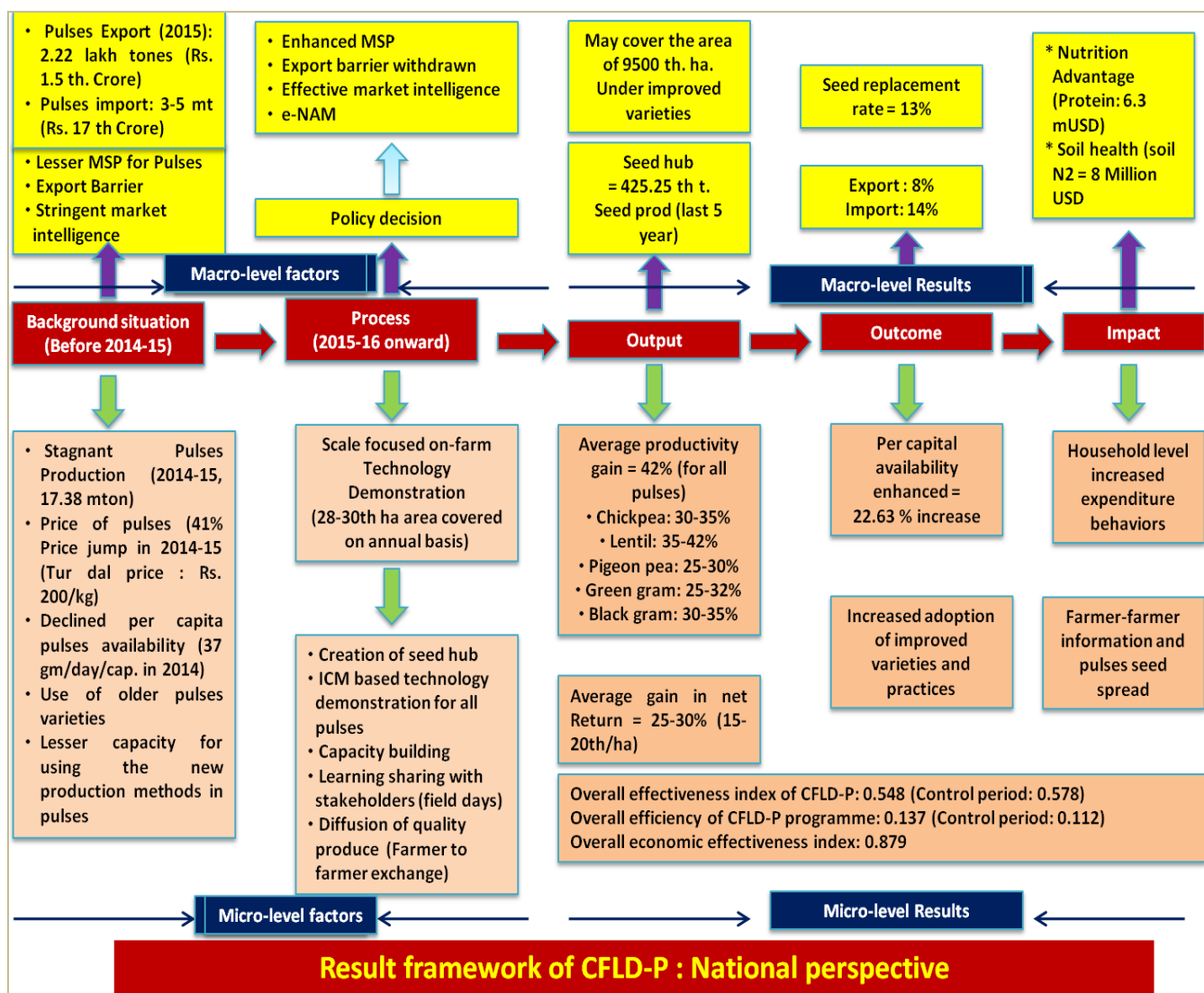
Agro-based range of products

Process validation for result framework-based impact analysis

Under the Network Research Project on impact assessment of pulses production technologies disseminated through KVKs of India under CFLD-Pulses programme, an exhaustive analysis of secondary data on different indicators related to output (area, yield and production), outcome (export-import status, MSP scenario and per capita pulses availability) and impact (ecosystem service and protein monetization) were analyzed by comparing the status during CFLD-P period- 2015-2022 (treatment phase) with non CFLD-P

period- 1974-2015 (control phase). Further analysis for economic efficiency (0.137), economic effectiveness (0.879) and cost effectiveness (0.578) of CFLD-Pulses programme was done which were superior over the respective values of 0.112 and 0.548 during the control period. The research brought out the empirically validated the process of result framework-based impact analysis as illustrated in the following figure.

(Developed by Dr. S.K. Dubey and Team)



(Source: Authors' own analysis)

Other meetings

Sr. No.	Date	Activity
1.	05.07.2023	Virtual Review Meeting on Recipe Contest under the Chairmanship of ADG (AE).
2.	06.07.2023	Virtual meeting regarding landscape diagnostic Pulse Survey organized by CIMMYT India and streamlined the Survey work.
3.	12.07.2023	Virtual meeting under the Chairmanship of DDG (AE) regarding better functioning of KVKs in UP.
4.	17.07.2023	Meeting under the Chairmanship of DDG (AE), ICAR regarding developing the Mega Project and seeking financial assistance from Govt. of Uttar Pradesh in Committee room of C.S. Auditorium, NASC Complex New Delhi.
5.	18.07.2023	Visit of KVK Rampur. The centre has been face lifted with support from RKVY and the new tissue culture lab is also established.
6.	31.07.2023	Monthly staff meeting of ICAR-ATARI, Kanpur staff for the month of July 2023.
7.	02.08.2023	Pulse Survey in Uttar Pradesh - Review Meeting organized by CIMMYT India for gearing up the survey work (LDS) in Uttar Pradesh.
8.	12.08.2023	Meeting with Directors of ICAR institutes of U.P. under the Chairmanship of DDG (AE) on preparing the project proposal to be funded by Uttar Pradesh Government at ICAR-CISH, Lucknow.
9.	19.08.2023	Eight Foundation Day of ICAR-ATARI Patna as Special Guest
10.	28.08.2023	Virtual meeting regarding Preparation of activities for CRM Project under the chairmanship of DDG (AE)
11.	31.08.2023	Virtual meeting regarding TSP and SCSP under the chairmanship of ADG (AE)
12.	02.09.2023	Visit to KVK Gorakhpur-II & KVK Basti
13.	04.09.2023	Visit to Krishi Nideshalay (Directorate of Agriculture) Lucknow
14.	05.09.2023	Foundation Day program of ICAR-IIPR, Kanpur
15.	06.09.2023	Capacity building program for newly appointed SMSs of UP at SVPUAT Meerut
16.	11.09.2023	Virtual meeting regarding 'ICAR - ATARI Ranking' under the chairmanship of DDG (AE)
17.	21.09.2023	Training on Honey Bee Farmers at IISR Lucknow
18.	27.09.2023	Network Annual Workshop NASC Complex, New Delhi



Quarterly Progress Report (July-Sept., 2023)

S.No.	Activities	Target achieved 1st Quarter (April-June, 2023)
1.	On- Farm Trials Conducted (Nos.)	39
2.	Frontline Demonstrations Conducted (Nos.)	3187
3.	No. of Farmers and farm women Trained (Nos.)	7694
4.	No. of Extension Personnel Trained(Nos.)	1835
5.	Production of Seeds (in Quintals)	805.00
6.	Production of Planting materials(in lakhs)	1.88
7.	Production of livestock strains and fingerlings (in lakhs)	11.95
9.	Soil and water samples tested (Nos.)	1013
10.	No. of Farmers provided mobile agro-advisory (in lakhs)	11.54
11.	No. of Farmers and other stakeholder Benefitted through various Extension Activities (in lakhs)	0.63



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