



# NEWSLETTER

Volume : 35<sup>th</sup>

April-June, 2024

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### From Director Desk ....



Recently, Government of India placed 100-day action plan to strengthen the agriculture sector and alleviate farmer distress. The action plan contemplates of ensuring self-sufficiency in agricultural products besides enhancing the quality of exports

from farm. In addition, Government has also focused on importance of providing farmers’ with access to high-quality seeds, fertilizers, and other essential inputs to increase crop yields, total production and improve their economic condition.

Under **Large Scale Farming and Post Harvest Management**, KVKs are assigned with the following activities with specific reference to Uttar Pradesh State.

- Promoting Agri-entrepreneurships (FPOs/ SHGs, CBBOs), Institutional arrangements & market linkage- CSC, Amazon, Bayer, Dhanuka, Nam Farmers : All KVKs
- Skill development & vocational training: Two trainings/ KVK/month, One training for 25 farm women & one training for 25 youth
- Awareness programme for farmers on Fermented Organic Manure (FOM) & Liquid Fermented Organic Manure (LFOM) (No of KVKs-15/No of event-30/No of participants 30 participants per event)
- Flagship programmes for all KVKs: PM KUSUM (11 event 363 participants) and MyBharat (1 event, 30 participants)
- Partnership Extension (5H) for all KVKs- Covering 100 CSC, 100 CHC, 100 Tele-consultancy (ePashu Chikitsa, Crop, Horticulture etc.), 100 Districts in 100 Days

Under **Sustainable Agriculture** each KVK has been assigned following activities –

- Natural Farming (52 KVKs) : 52 trainings and 2080 Participants
- CRM (28 KVKs): 28 trainings and 700 Participants
- NICRA (17 KVKs): 18 trainings and 24 demonstrations
- CFLD on Oilseed (89 KVK) : 5200 demonstrations
- CFLD on Pulses (16 KVK) : 875 demonstrations
- Climate Resilient Agriculture (17 KVKs): 17 trainings and 425 participants, 400 demon.,
- Demonstrations on INM through Drone Technology: 40 acre X 32centre

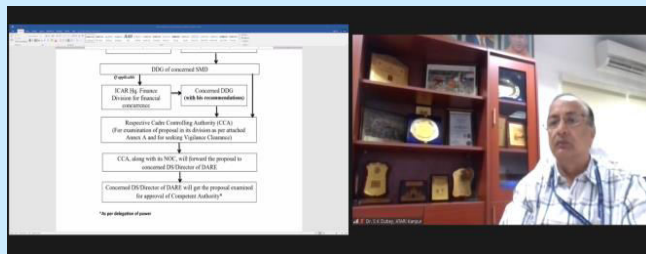
As the agriculture sector is contently reeling from the effect of erratic monsoons, pest infestations, and fluctuating market prices, the Centre’s 100-day action plan shall prove to be a much-needed measure for reviving the farming efficiency in India as well as this State.

It is our privilege to bring before you the current issue of Institute Newsletter which envelops the brief of various activities/programmes being organized and attended by this Institute.

(Shantanu Kumar Dubey)  
Director

## SMD level Review and Golden Jubilee activities under the Chairmanship of DDG (AE)

On 01.04.2024 online meeting on Interaction with ATARIs for SMD Review and Golden Jubilee activities was organized under the Chairmanship of Dr. U.S. Gautam, DDG (AE), ICAR, New Delhi. Directors of All ATARIs participated in the meeting. In the meeting presentation on SMD Review were made by ATARIs, progress of APAR and Golden Jubilee activities were also discussed 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.



## Online Review Meeting of SMDs (Extension, Horticulture and Animal Science Divisions)



## Comprehensive Guidelines for the Foreign Visits of the Scientists/Officials of ICAR under the chairmanship of Secretary DARE & DG ICAR

On 03.04.2024, ICAR-ATARI, Kanpur participated in virtual meeting on the topic of Guidelines for the Foreign Visits of the Scientists/Officials of ICAR was organized under the chairmanship of Dr. Himanshu Pathak, Secretary DARE & DG ICAR. All DDGs ICAR and Directors of all ICAR institutes virtually participated in the meeting. In the meeting detailed presentation was made by Director DARE on the Comprehensive Guidelines for the Foreign Visits of the Scientists/Officials of ICAR.



On 05.04.2024, Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur virtually participated in the online review meeting of SMDs (Extension, Horticulture and Animal Science Divisions) organized under the Chairmanship of Dr. Himanshu Pathak, Secretary DARE & DG ICAR. From Extension Division Dr. U.S. Gautam, DDG (AE), ICAR, along with ADGs (AE) and Directors of all ATARIs participated in the meeting. Presentations were made by DDGs.

## Meetings on “100 day Action Plan for Viksit Bharat” and 'Impact of Nutritional Interventions on Production and Consumption Diversity: A Step Towards Achieving SDGs’



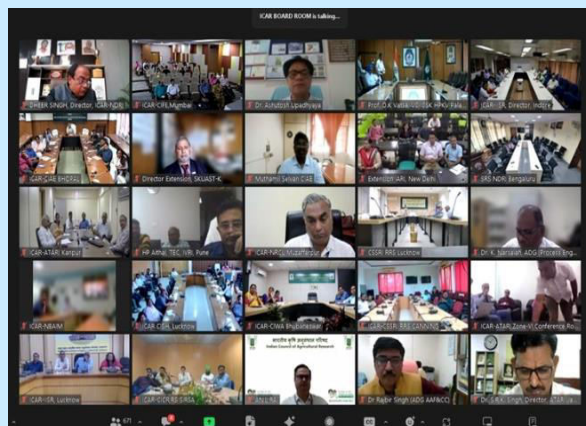
On 08.04.2024, ICAR-ATARI, Kanpur participated in a meeting in DDG Chamber under the chairmanship of Dr. U.S. Gautam, DDG (AE) regarding 100 day Action Plan for Viksit Bharat, Ecoregional Programme in which other ATARI Directors also participated.

On 09.04.2024, meeting regarding 'Impact of Nutritional Interventions on Production and Consumption Diversity: A Step Towards Achieving SDGs'. Meeting started with address of Dr. Himanshu Pathak, Secretary DARE & DG ICAR. DDG (AE) and Directors and Scientists of other ATARIs were also present in the meeting.

## Online participation in Meeting on Ecoregional Working Group Programme



On 12.04.2024, ICAR-ATARI, Kanpur virtually participated in meeting on Ecoregional Working Group Programme under the Chairmanship of Secretary DARE & DG ICAR. All DDGs were attended the workshop and made presentation on Enhancing Productivity, Profitability and Resilience of the Agri-food Systems in the Ecoregion: Constraints, Potentials, Gaps and Action Plan. Vice-Chancellors of SAUs, Directors of ICAR Institutes, ADGs, Incharge KVKs, Scientists are also virtually participated in the meeting. The presentation of ARMS 2.0 software was followed by this meeting. All Scientists and Administrative staff of ICAR-ATARI, Kanpur participated in the meeting.



## Viksit Bharat Meeting under the Chairmanship of Secretary DARE & DG ICAR

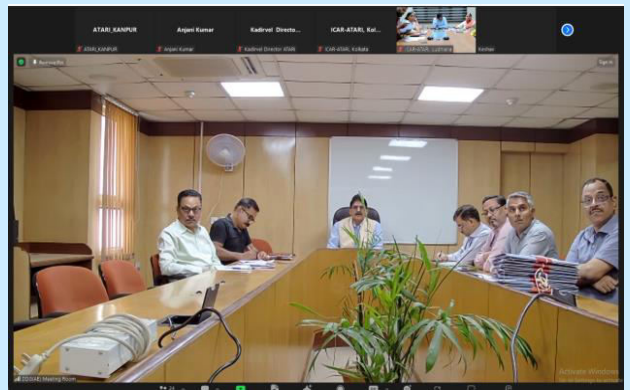


On 16.04.2024, Hon'ble Secretary DARE & DG ICAR Dr Himanshu Pathak chaired meeting on 'Viksit Bharat' in hybrid mode with respect to various commodities like Rice, Wheat, Maize, Oilseed, Pulses, Meat etc. Director of Crop Science Division of ICAR made a presentation. All DDGs, ADGs and Directors & Scientists of ICAR Institutes participated in this meeting. Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur along with scientists of ATARI Kanpur virtually participated in the meeting. Vice Chancellors of SAUs and Scientists of KVKs also virtually participated in the meeting.

## Participation in Online Review Meeting by SMD



On 29.04.2024, Online Zonal Review Meeting was hosted under the Chairmanship of Dr. U.S. Gautam, DDG (AE), ICAR. Directors along with Scientific and administrative staff of all ATARIs participated in this meeting. Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur along with scientific and administrative staff of ATARI Kanpur also participated in the meeting and shared the details on agenda like Re-visit of DFI Project, AUCs of KVK, Budget Utilization of organic farming, Review of FPO Project, Court Cases of different Zones and other issues related to ATARIs and KVKs.

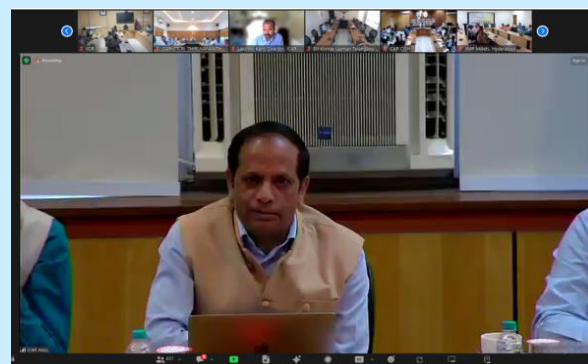


## Launching of DSR Demonstrations under ICAR-Bayer Crop Science Collaboration Programme

On 30.04.2024, ICAR-ATARI, Kanpur virtually participated in the Launching of DSR Demonstrations under ICAR-Bayer Crop Science Collaboration Programme held at Krishi Vigyan Kendra ICAR-National Dairy Research Institute, Karnal. The Chief Guest in the program was Dr. Himanshu Pathak, Secretary DARE & DG ICAR. Dr. U.S. Gautam, DDG (AE) was also present in the programme and gave his remarks. On this occasion Dr. Sangeeta Dawar, Lead Government Affairs, Bayer Crop Science told about ICAR-Bayer Crop Science Collaboration. Dr. Dheer Singh, Director & Vice Chancellor, ICAR-NDRI, Karnal; Mr. Ajit Chahal, Head, Rice Platform, Asia and Mr. Simon Wiebusch, CEO & MD, Bayer, South Asia were also present. Interaction with DSR farmers was also held in the occasion.



## Participation in the meeting on Viksit Bharat (Horticulture Crops)



On 01.05.2024, a meeting on Viksit Bharat (Horticulture Crops) was organized under the Chairmanship of Dr. Himanshu Pathak, Secretary DARE & DG ICAR. All DDGs, ADGs & Directors of ICAR institutes participated in the meeting. Vice Chancellors of SAUs, Incharge KVKs and Scientists of ICAR Institutes also virtually attended the meeting. The meeting was on 'Viksit Bharat' with respect to various commodities like Rice, Wheat, Maize, Oilseed, Pulses, Meat, Fruit Crops, Vegetable Crops, Mushroom, Potato & Tuber Crops, Flowers/Orchids and Medicinal Crops, Spices etc. A presentation was also made on this occasion by Horticulture Science Division of ICAR. Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur virtually participated in the meeting and shared his views and experience on Viksit Bharat.



## State Level Pre-Kharif CSISA-Convergence Platform (CP) meeting held at ICAR-ATARI, Kanpur



On 28.05.2024 one day State Level Pre-Kharif CSISA-Convergence Platform (CP) meeting was organized at ICAR-ATARI, Zone-III, Kanpur. Participants included the State Department of Agriculture, ICAR-ATARI, Kanpur, CIMMYT, KVKs, and UPCAR Lucknow. A discussion covered diverse topics including convergence platforms, stakeholder engagement, technical aspects, and partnerships, emphasizing the significance of data collection and tools. The conversation highlighted the impact of delayed transplanting on crop yields and strategies for achieving impressive results. Plans for disseminating information to ensure success were discussed, along with the success of the Land Diagnostic Survey (LDS) in rice and wheat systems. Results from an initiative identifying fast-growing districts in India were presented, focusing on benefits perceived by farmers growing pulses. Challenges and strategies related to pulse farming were addressed, emphasizing better pest and water management. Various topics including climate change, and technology implementation were discussed.

The meeting commenced with a welcome address and introduction of workshop by Dr. S.K. Dubey, Director of ICAR-ATARI, Kanpur. Dr. Dubey provided insights into the ongoing survey in the Rice-Wheat cropping system and highlighted the implementation of the LDS Pulses initiative. He led discussions on various critical topics, including convergence platforms, stakeholder engagement, and the importance of data collection for optimizing crop yields. Additionally, Dr. Dubey presented initiatives aimed at identifying

fast-growing districts in India, enhancing pulse farming practices, and scaling up agriculture-related activities. He emphasized the significance of partnerships, gender inclusion in technology, and the necessity for better resources for farmers, while also addressing issues related to payment, innovation, and quality control.

Dr. R.K. Malik from CIMMYT discussed interventions for rice crops and strategies to increase the adoption of newer pulse varieties, particularly Pigeon Pea. The team will explore innovative ways to disseminate gender-inclusive agricultural information and technologies, analyze the performance of different rice varieties, and promote adoption of improved varieties and pest management practices among farmers.

Remarks and suggestions were also given by the Director of Agriculture, Govt. of Uttar Pradesh, Lucknow, and Secretary of UPCAR, Lucknow. Experiences were shared by KVK Gorakhpur-I, Kushinagar, Mahrajganj and Deoria.

Director Extension, CSAUAT, Kanpur; Heads, Division of crop Production and Division of Social sciences, ICAR-IIPR Kanpur; representatives of ITC, Reddy labs and BAYER India Ltd also participated in this meeting and gave their valuable inputs.

The meeting brought out five information package for DSR for large scale dissemination among the paddy growers for Kharif 2024 paddy crop across the eastern parts of Uttar Pradesh.

The meeting concluded with a vote of thanks.

**Participation in Divisional Review Meeting of Extension Division, ICAR**



On 12-13 June, 2024, Two Days Divisional Review meeting was organized under the chairmanship of Dr. U.S. Gautam, DDG (AE), in Division of Agricultural Extension, ICAR, New Delhi. On 12.06.2024, Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur participated in 1st day of Divisional Review Meeting of Agricultural Extension Division, ICAR, New Delhi. Agenda Items CSC, Kisan SARATHI, KVK Knowledge Network portal, new project proposal were discussed under the chairmanship of Dr. U.S. Gautam, DDG (AE). AE SMD, ATARI Directors, ADG (ICT), Kisan Sarathi Team, DIC team, CSC Team, KVK Portal Team participated in the meeting.

On 13.06.2024, he participated in 2nd day of Divisional Review Meeting of Agricultural Extension Division, ICAR, New Delhi. SMD Review as per Agenda and Meeting with Industry partners was done under the chairmanship of DDG (AE), AE SMD and Directors of all ATARIs, JS (Finance), Director (Admin), Director (TS), DS (Law Section), ZLOs participated in the meeting.



**DDG (AE) Visited ICAR-ATARI, Kanpur**



On 17.06.2024, Dr. U.S. Gautam, DDG (AE), ICAR visited ICAR-ATARI, Kanpur. Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur welcomed DDG (AE) in ATARI Kanpur and discussed institute and KVKs related issues with DDG (AE).



**PM Kisan Samman Nidhi Programme organised**



PM Kisan Samman Nidhi programme organised at KVK Varanasi on 18.06.2024. On this occasion Hon'ble PM Shri Narendra Modi released Rs. 18000 crore to more than 9 crore farmers by online mode. Hon'ble Minister of State, Ministry of Finance, Govt. of India Shri Pankaj Chaudhary was the Chief guest in the program. Director ATARI Dr. S.K. Dubey also addressed the farmers on this occasion. Farmers were honoured and certificates were given.



### Yoga Day Celebration

ICAR-ATARI, Kanpur celebrated International Day of Yoga on 21.06.2024, Yoga Day was celebrated.



### Annual Zonal Review Workshop of NICRA Project for KVKs of Uttar Pradesh



On 25-26<sup>th</sup> June, 2024, Two-Days Annual Zonal Review Workshop of NICRA (National Innovations in Climate Resilient Agriculture) Project for the KVKs of Uttar Pradesh was jointly organized by ICAR-ATARI, Zone-III, Kanpur; ICAR-IIVR, Varanasi and ICAR-CRIDA, Hyderabad at ICAR-IIVR, Guest House, Sunderbaghia, Sunderpur, Varanasi. In this workshop, the achievements for the year (2023-24) and action plans for 2024-25 of 17 Krishi Vigyan Kendras having NICRA project in Uttar Pradesh were reviewed.



In the inaugural ceremony, workshop was formally inaugurated by lightening of lamps by Chief Guest and Guests of Honor. In his inaugural address, the Honorable Chief Guest Dr. V.K. Singh, Director, ICAR- Central Research Institute for Dryland Agriculture (CRIDA) Hyderabad said that climate change is a big challenge for us. Climate change is having very adverse effects especially in the field of agriculture. Climate has changed a lot in recent years. This change has come due to cutting of trees, pollution, indiscriminate exploitation of natural resources etc. In view of climate change, the health of the soil is also getting affected. The work of soil testing has become very important, setting the target of soil testing and knowing the deficiencies & qualities after testing and making farmers aware and also providing training to farmers, farm women and youth will give more encouragement to climate friendly agriculture.



In this workshop, Dr. S.K. Dubey, Director, ICAR- Agricultural Technology Application Research Institute (ATARI), Zone-III, Kanpur welcomed all the dignitaries present and told that NICRA project is running in Uttar Pradesh state since the year 2011 in climate vulnerable districts of Uttar Pradesh. The objective of this project is to promote climate resilient agricultural technologies for minimizing the climate related vulnerabilities. Custom hiring centers (CHC) has also been developed for farmers, in which farm machinery is made available to farmers through KVKs.

On this occasion, Guests of Honour, Dr. Nagendra Rai, Director, ICAR- Indian Institute of Vegetable Research (IIVR), Varanasi; Dr. B. Gangwar Chairman-ZMC NICRA; Dr. Masood Ali, Member-ZMC NICRA and Dr. G. Pratibha, PI, TDC NICRA, CRIDA, Hyderabad also expressed their views to make NICRA project more effective, more meaningful, farmer centric and as a tool for minimizing the climatic vulnerability at the village level.

Heads and Scientists of NICRA KVKs participated in the workshop and shared their experiences. Three technical sessions and one Plenary were arranged in this workshop, in which district-wise achievements of KVKs were thoroughly reviewed.



## Details of other Meetings/events

Sr. No.	Date	Activity
1	05.04.2024	Participation in online meeting for revise rates of FLDs/CFLDs on Oilseeds and Maize
2	05.04.2024	Virtual participation in XXV Meeting of Extension Council of IVRI as Special Invitee
3	06.04.2024	Participation in online ICAR- AUs Interaction meeting
4	13.04.2024	Participation in online ICAR- AUs Interaction meeting
5	15.04.2024	Participation in inauguration program of newly contracted Administrative Building of UPCAR Lucknow
6	29.04.2024	Participation in 4th Extension council meeting in BUAT Banda
7	04.05.2024	Participation in online ICAR- AUs Interaction meeting
8	10.05.2024	Participation in online Meeting on Ecoregional programme
9	11.05.2024	Participation in online ICAR- AUs Interaction meeting
10	15.05.2024	Participation in the Online Interface meeting on CFLDs n Krishi Mapper under the chairmanship of DDG (AE)
11	18.05.2024	Participation in online ICAR- AUs Interaction meeting
12	25.05.2024	Participation in online ICAR- AUs Interaction meeting
13	29.05.2024	Participation in meeting with Director, ICAR-IISR, Lucknow for dicussion of financial matters of IISR KVKs
14	30.05.2024	Participation in online meeting for Interaction with all KVKs for special project oilseed model village
15	30.05.2024	Online participation on Viksit Bharat meeting (Fisheries sciences)
16	31.05.2024	Participation in online meeting regarding procedure for release of funds under the central sector schemes (CSS)
17	01.06.2024	Participation in online ICAR- AUs Interaction meeting
18	07.06.2024	Online participation in 2nd round of meeting to review the ICAR-Institutes under the chairmanship of Secretary DARE & DG ICAR
19	08.06.2024	Participation in online ICAR- AUs Interaction meeting
20	12.06.2024	Online participation in Kisan Sarathi-CSC Interface meeting and KVK Portal meeting
21	15.06.2024	Participation in online ICAR- AUs Interaction meeting
22	22.06.2024	Participation in Fourth Extension Education Council meeting in RLBCAU, Jhansi.

## Quarterly Progress Report (April-June, 2024)

S.No.	Activities	Target achieved Ist Quarter (April-June, 2024)
1.	On- Farm Trials Conducted (Nos.)	31
2.	Frontline Demonstrations Conducted (Nos.)	3531
3.	No. of Farmers and farm women Trained (Nos.)	23100
4.	No. of Extension Personnel Trained(Nos.)	1005
5.	Production of Seeds (in Quintals)	17125.35
6.	Production of Planting materials(in lakhs)	2.14
7.	Production of livestock strains and fingerlings (in lakhs)	13.60
9.	Soil and water samples tested (Nos.)	894
10.	No. of Farmers provided mobile agro-advisory (in lakhs)	11.85
11.	No. of Farmers and other stakeholderBenefitted through various Extension Activities (in lakhs)	1.05

## World Environment day celebrated at ICAR-ATARI, Kanpur

On 05.06.2024, World Environment day was celebrated at ICAR-ATARI, Kanpur. On this occasion Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur, all scientific, administrative and other staff of ATARI Kanpur were present and trees were planted in the ATARI Campus.



## Farewell & Retirement

On 20.05.2024, A farewell program was organized in ICAR-ATARI, Kanpur for AAO of ICAR-ATARI, Kanpur Shri R.B. Verma. He is promoted to the post of AO, ICAR-IISR, Lucknow. On this occasion all staff of ICAR-ATARI, Kanpur wished him and gave farewell. Director ICAR-ATARI, Kanpur Dr. S.K. Dubey honored Shri R.B. Verma for his work in ATARI Kanpur.



On 31.05.2024, Dr. S.K. Singh, PS (AE), ICAR-ATARI, Kanpur retired, on this occasion Director ICAR-ATARI, Kanpur Dr. S.K. Dubey shared his experiences of working with him. Scientists and all staff of ICAR-ATARI, Kanpur also shared experiences of working with Dr. S.K. Singh and wished him for his future.



## सफलता की कहानी

एफपीओ का नाम

: रौतापुर नेचर फार्मिंग  
प्रोड्यूसर कम्पनी  
लिमिटेड



स्थापना वर्ष

: 09 मई, 2022

एफपीओ द्वारा की गई प्रमुख व्यावसायिक गतिविधि

: जैविक एवं प्राकृतिक तरीके से उत्पादित फसलों द्वारा प्रसंस्कृत उत्पादों को तैयार कर उनका विपणन, मधुमक्खी पालन एवं पशुपालन

उत्पादों का नाम

- : • मल्टीग्रेन आटा
- सरसों का तेल
- शहद
- देशी घी

गांवों की संख्या

: 10

कुल सदस्यों की संख्या

: 350

वित्तीय वर्ष 2023-2024 का टर्न ओवर

: 25,00,000.00

वित्तीय वर्ष 2024-2025 का अपेक्षित टर्न ओवर

: 35,00,000.00

एफपीओ की स्थापना तथा इसका उद्देश्य :

अरविन्द कुमार निषाद पुत्रश्री सुन्दर लाल निवासी रौतापुर, सिकन्दरपुर सरौसी द्वारा अपनी परस्नातक की परीक्षा पास करने की पश्चात नौकरी के लिए शहर न जाकर अपने तथा गांव के अन्य परिवारों की आर्थिक स्थिति में सुधार हेतु कुछ नया करने की इच्छा थी। साथ ही साथ वह रासायनिक खेती के दुष्प्रभाव को देखते हुए जैविक व प्राकृतिक खेती के प्रति आकर्षित थे। इन सभी विचारों को ध्यान में रखकर अपने व आस-पास के गांवों के कृषकों को जोड़कर कृषि विज्ञान केन्द्र, धौरा, उन्नाव की प्रेरणा से उन्होंने रौतापुर नेचर फार्मिंग प्रोड्यूसर कम्पनी लिमिटेड की यू0पी0 डास्प के वित्तीय सहयोग से एफ0पी0ओ0 की स्थापना वर्ष 2022 में की।

तकनीकी सहयोग :

कृषि विज्ञान केन्द्र, धौरा द्वारा जैविक एवं प्राकृतिक खेती का प्रशिक्षण इस एफपीओ में सम्मिलित कृषकों को समय-समय पर दिया जा रहा है प्रशिक्षण एवं अन्य तकनीकी सहयोग द्वारा फसल उत्पादकता के साथ-साथ उत्पाद की गुणवत्ता में भी वृद्धि हो रही है। साथ ही साथ विभिन्न मूल्यसंवर्धित उत्पाद तैयार करने हेतु भी प्रशिक्षण दिया जाता है जिससे उत्पादों का उचित मूल्य प्राप्त हो।

जैविक एवं प्राकृतिक तरीके से उत्पादित फसलों द्वारा प्रसंस्कृत उत्पादों को तैयार कर उनका विपणन

रौतापुर नेचर फार्मिंग प्रोड्यूसर कम्पनी लिमिटेड द्वारा जैविक एवं प्राकृतिक पद्धति से उत्पादित विभिन्न उत्पादों का मूल्यसंवर्धन करके लखनऊ, उन्नाव एवं कानपुर के उपभोक्ताओं को उनकी मांग के अनुसार उपलब्ध कराया जाता है।



### Publication Committee

Shantanu Kumar Dubey  
Sushil Kumar Singh  
Raghwendra Singh  
Seema Yadav  
Yemul Sanjeev N

### Technical Assistance

Rashmi Devi and Fareed Ahmed.

ICAR-Agricultural Technology Application Research  
Institute (ATARI) Zone-III

GT Road, Rawatpur, Kanpur-208002 (Uttar Pradesh) INDIA

Phone: 0512-2533560, 2550927

<https://atarikanpur.icar.gov.in>

Email: [atari.kanpur@icar.gov.in](mailto:atari.kanpur@icar.gov.in), [zpdicarkanpur@gmail.com](mailto:zpdicarkanpur@gmail.com)