

ATARI

NEWSLETTER



ICAR-AGRICULTURAL TECHNOLOGY APPLICATION
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From Director Desk....

In the first quarter of the financial year 2025, this institute organized some important events like public harvesting to create awareness among farmers about ZTW as a climate-smart, cost-effective and resource-conserving practice, especially when compared to conventional tillage methods.

During the interaction in the month of April, the Hon'ble Minister of Agriculture, GoI announced the implementation of a "Field First" approach, under which scientists of KVKs are expected to spend at least three days a week in the field, directly engaging with farmers, understanding their problems and facilitating real-time solutions.

Viksit Krishi Sankalp Abhiyan (VKSA) was one of the important national campaign organized during 29-5-2025 to 12.06.2025 in the state of Uttar Pradesh. The strategic importance of this campaign was to accelerate science-led agricultural growth and taking cutting-edge innovations directly to farmers' fields. Through this initiative, farmers across the nation were engaged directly by scientists, extension workers and KVK teams, promoting sustainable practices, innovative solutions and farmer-centric interventions. In this zone, all KVKs were actively mobilized to organize outreach activities in collaboration with District Agriculture Departments, other line departments, Panchayati Raj Institutions and other key stakeholders. At the state level, ICAR-ATARI, Kanpur led the planning and execution of VKSA supported with Department of Agriculture, Govt. of Uttar Pradesh, Lucknow. At the district level, the Deputy Director of Agriculture (DDA), Government of Uttar Pradesh, served as the Nodal Officer, while the Senior Scientist & Head of the respective KVK acted as the Co-Nodal Officer. ICAR-ATARI facilitated the formation of implementation teams in all 75 districts, with the consent and support of both the DDA and concerned KVKs. The research scientists of all 18 ICAR Institutes and their regional stations played very key role in the campaign. Detailed route charts were prepared to ensure comprehensive coverage of all targeted areas within each district. A total of 20850 villages were covered across all 75 districts, with active involvement of 18 ICAR institutes, 88 KVKs, Department of Agriculture and line departments at the district, block and village levels. A total of 23.88 lakh farmers participated in VKSA activities, including exhibitions, demonstrations, awareness programmes and interactive sessions with agricultural scientists and experts. Special attention was given to involving women farmers, marginal and smallholders, members of FPOs, SHGs and young agripreneurs, ensuring inclusive participation. The massive scale of outreach not only amplified awareness about improved technologies and flagship schemes but also strengthened the connection between farmers and institutional support systems, contributing to the broader vision of Viksit Bharat @2047.

It is our privilege to bring the current 39th issue of Institute Newsletter before you.

(Shantanu Kumar Dubey)

Director



Public harvesting of wheat crop under CSISA Project



On 05.04.2025, public harvesting and one-day farmer awareness programme on Zero Tillage Wheat (ZTW) at Chanvar village, Ghazipur was organized under the CSISA (Cereal Systems Initiative for South Asia) project by the International Rice Research Institute (IRRI) and South Asia Regional Centre (ISARC), under the technical guidance of ICAR-ATARI, Kanpur. A large number of farmers from surrounding villages participated in the event, which focused on demonstrating the practical and economic benefits of adopting Zero Tillage technology for wheat cultivation.

The primary objective of the programme was to create awareness among farmers about ZTW as a climate-smart, cost-effective and resource-conserving practice, especially when compared to conventional tillage methods. Through live demonstrations and field discussions, farmers were shown how ZTW not only reduces input costs, fuel consumption and labour requirements, but also helps in timely sowing, improves soil health and ultimately leads to higher yields and profitability. Experts from IRRI, ISARC and KVKs interacted directly with the farmers and explained how such conservation agriculture techniques contribute to sustainability and long-term farm resilience.

The programme also highlighted the growing importance of farm mechanization in modern agriculture. Various agricultural machines and implements related to ZTW and other precision farming practices were showcased, with a focus on their role in enhancing efficiency, reducing drudgery and ensuring timely field operations. With the rapid advancement of technology, machinery is playing a critical role not only in crop cultivation but also in horticulture and allied sectors, enabling farmers to diversify their income sources and adopt climate-resilient practices.

Such collaborative efforts between research institutions, extension agencies and international partners like IRRI are instrumental in empowering farmers with knowledge, technology and innovations that contribute directly to increased productivity, reduced cost of cultivation and improved livelihood security in Eastern Uttar Pradesh and beyond.

Online Interaction Meeting by DG, ICAR with all ADGs of ICAR Hqrs. & all Directors of ICAR Institutes



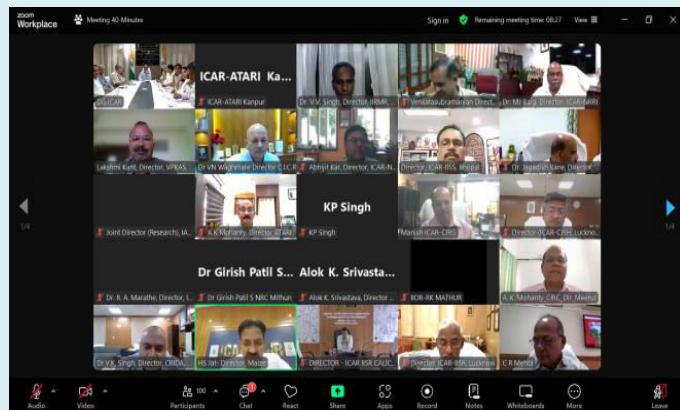
On 22.04.2025, Dr. M.L. Jat, Secretary DARE & DG ICAR, took an online interaction meeting. In the meeting, all DDGs, ADGs, Directors of ICAR Institutes & ATARIs and Scientists virtually participated. From ICAR-ATARI, Kanpur Dr. SK. Dubey, Director and all scientific staff of ATARI Kanpur virtually attended the meeting.

It was Dr. M.L. Jat's first interaction with all ICAR Institutes & ATARIs as Secretary DARE & DG ICAR. In his address he emphasized the need for scientific excellence, innovation-driven research and enhanced collaboration among institutes to address national agricultural priorities. He urged all institutes to align their research programs with the goals of climate resilience, natural resource conservation and doubling farmers' income. He also highlighted the importance of timely delivery of technologies to farmers through effective extension systems and encouraged young scientists to actively contribute to nation-building. He emphasized the importance of collective efforts and scientific commitment in achieving the institutional, organizational and national goals of ICAR. He urged all stakeholders to work in an integrated and collaborative manner to strengthen the agricultural research and education ecosystem. Stressing on the shared vision, he highlighted that it is imperative for all institutes and scientists to contribute proactively towards building a Viksit Bharat through science-led growth in agriculture. He also underlined the urgency of addressing challenges such as climate change, sustainability and food and nutritional security. He called upon the ICAR scientists to ensure the timely development and dissemination of innovative technologies and to bring visible impact at the grassroots





level. He said that the focus should remain on excellence, accountability and relevance in all research and extension activities. The meeting concluded with an open discussion where Directors and ADGs shared suggestions and reaffirmed their commitment to ICAR's vision under his leadership.



Online meeting under the Chairmanship of Hon'ble Union Minister of Agriculture and Farmers Welfare, Government of India



On 28th April 2025, Shri Shivraj Singh Chauhan Ji, Hon'ble Union Minister of Agriculture and Farmers Welfare, Government of India, chaired the online interaction with staff of Krishi Vigyan Kendras (KVKs) and Directors of Agricultural Technology Application Research Institutes (ATARIs). The meeting was also attended by Dr. M.L. Jat, Secretary DARE and Director General, ICAR and Dr. Rajbir Singh, Deputy Director General (Agricultural Extension), ICAR. The interaction aimed at strengthening the agricultural extension system of the country by bringing greater synergy, accountability and field-level responsiveness among KVKs and ATARIs. Shri Chouhan appreciated

the role of KVKs as the frontline institutions in reaching out to farmers with scientific knowledge and emphasized their responsibility as nodal agencies at the district level for agricultural transformation.

During the interaction, the Hon'ble Minister announced the implementation of a "Field First" approach, under which scientists of KVKs are expected to spend at least three days a week in the field, directly engaging with farmers, understanding their problems and facilitating real-time solutions. He expressed concern over the circulation of substandard seeds and agricultural inputs and stressed the need for strict enforcement of quality control through amendments to the Seed Act and vigilant regulatory mechanisms. He urged scientists to work in close coordination with the state governments and ICAR institutes to ensure that farmers receive only tested and certified materials.

The Hon'ble Minister highlighted the upcoming launch of the Viksit Krishi Sankalp Abhiyan in the *Kharif-2025* season. As part of this initiative, scientists from KVKs and ICAR institutes will reach out directly to farmers across villages, ensuring that the latest agricultural technologies and best practices are delivered to the grassroots. Through intensive field visits and village-level campaigns, the scientists will not only disseminate innovations but also listen to farmers' challenges and gather feedback to inform further research and extension planning. This effort will reflect the true spirit of "Lab to Land" by bridging the gap between scientific advancements and field-level adoption, thereby making technology more accessible, responsive and impactful for farming communities.

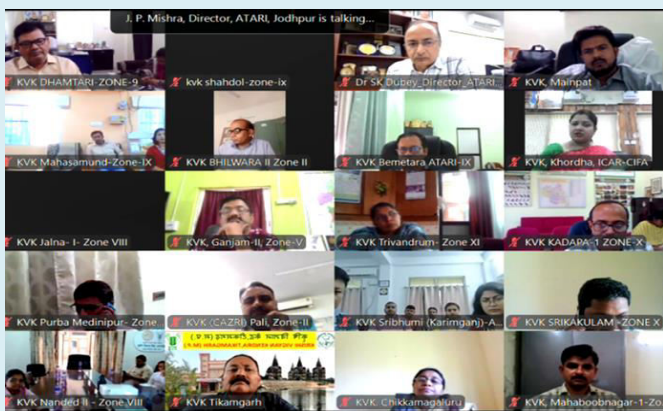
Dr. M.L. Jat, Secretary DARE and DG ICAR, assured full support from ICAR in empowering KVKs and ATARIs through modern technologies, training and institutional backing. He called upon the scientific community to align their work with national goals such as climate resilience, natural farming, income enhancement and food security. Dr. Rajbir Singh shared progress made by the KVK network and outlined upcoming priorities. The meeting concluded with an open dialogue, where KVK scientists and Directors shared field-level experiences and suggestions. The Hon'ble Minister appreciated their commitment and reaffirmed the government's support to strengthen the grassroots extension ecosystem and build a science-led, farmer-centric agricultural future.





During the interaction, the Hon'ble Minister also engaged directly with several KVKs from different states to understand their field-level activities, achievements and region-specific challenges. He took keen interest in the innovative approaches adopted by various KVKs in delivering technologies to farmers and appreciated their efforts in promoting climate-resilient agriculture, skill development and entrepreneurship. The Minister patiently listened to the issues faced by the KVK staff and assured appropriate institutional support. He also interacted with a few ATARI Directors, reviewed the performance of their respective zones and discussed strategies to further strengthen coordination between ATARIs and their associated KVKs. These discussions reflected his hands-on approach and strong commitment to building an efficient, inclusive and farmer-responsive agricultural extension system.

From ICAR-ATARI, Kanpur Dr. S.K. Dubey, Director and all scientific staff of ATARI Kanpur virtually attended the meeting.



Online meeting of National Mission on Natural Farming (U.P.) organized by ICAR-ATARI, Kanpur



On 30.04.2025, an online meeting was convened to discuss and streamline the sharing of responsibilities among key stakeholders i.e KVK's and state line Department involved in training programs related to First Round of five days Training to Krishi Sakhis/ CRPs at KVKs under National Mission on Natural Farming

Participants:

1. Sri Franklin L. Khobung, Joint Secretary, NRM, Ministry of Agriculture & Farmers Welfare, Govt. of India, New Delhi
2. Dr. S. K. Dubey, Director, ICAR-ATARI, Kanpur
3. Dr. Keshav, Principal Scientist and Nodal Officer, Natural Farming, AE Division, New Delhi
4. Sri Anil Yadav, Joint Director (FP), Krishi Bhawan, Lucknow, Uttar Pradesh
5. Dr. Ajay Kr. Singh, Principal Scientist (Agronomy), ICAR-ATARI, Kanpur
6. Dr. C.P. Srivastava, Senior State Advisor, Ganga Cell, Krishi Bhawan, Lucknow, Uttar Pradesh
7. Sri Vinay Kr Kaushal, Deputy Director, Lucknow, Uttar Pradesh
8. Dr. Seema Yadav, Scientist (LPM), ICAR-ATARI, Kanpur
9. Dr. Raghwendra Singh, Principal Scientist and Nodal Officer, Natural Farming, ICAR-ATARI, Kanpur

Dr. Raghwendra Singh welcomed all the dignitaries and stakeholders, appreciating their continued support and collaboration. He highlighted the importance of joint responsibility and synergy in strengthening training process, particularly in the context of Natural Farming.

Opening Remarks:

Sri Franklin L. Khobung emphasized the government's commitment to sustainable agriculture and natural farming practices. He called for a structured framework where institutions can align their responsibilities based on their strengths and outreach capacity. He also stressed that all associated stakeholders must fulfill their responsibilities in conducting the training programme.

To provide greater clarity regarding the division of responsibilities between KVKs and state line departments, he outlined the following points:





- (i) The training will be conducted at the KVK premises, where the Natural Farming model developed by the KVK will be demonstrated. Trainees will also learn the process of preparing various inputs used in natural farming practices. Each KVK under the mission is solely responsible for development of one "round the year green cover NF model demonstration farm" at KVK instructional Farm covering 1.0 acre area and three "round the year green cover NF model demonstration farms" (0.5 acre per farmer) covering total area of 1.5 acre at farmers' fields. KVK Subject Matter Specialists (SMSs) will serve as resource persons during the training and all technical and scientific support will be provided by the KVK.
- (ii) The District Agriculture Department will coordinate additional activities, including the selection of Krishi Sakhis/Community Resource Persons (CRPs), their transportation to KVKs, accommodation arrangements, provision of refreshments (tea/snacks/lunch/dinner/water) and the supply of reading/reference materials.
- (iii) In response to a query raised by Sri Ajay Yadav, Joint Secretary, Government of Uttar Pradesh, regarding the funding for the training component, it was clarified that 100% of the training cost for Krishi Sakhis/CRPs/Farmers will be borne by the Central Government.

Discussion Highlights:

- Dr S.K. Dubey, Director ICAR ATARI expressed gratitude to all participants and emphasized the need for continued dialogue and follow-up. He also emphasized on the sharing responsibilities as per their strength as identified by the ministry and clear guidelines as developed, there is need to follow these guidelines for successful execution of the programme.
- Dr Keshav outlined the national vision for Natural Farming and emphasized the role of ICAR institutions in harmonizing training content, ensuring scientific rigor and reaching the grassroots level.
- Sri Anil Yadav, Dr CP Srivastava and Sri Vinay shared insights from Uttar Pradesh, including field-level challenges and opportunities for scaling natural farming models through effective training and

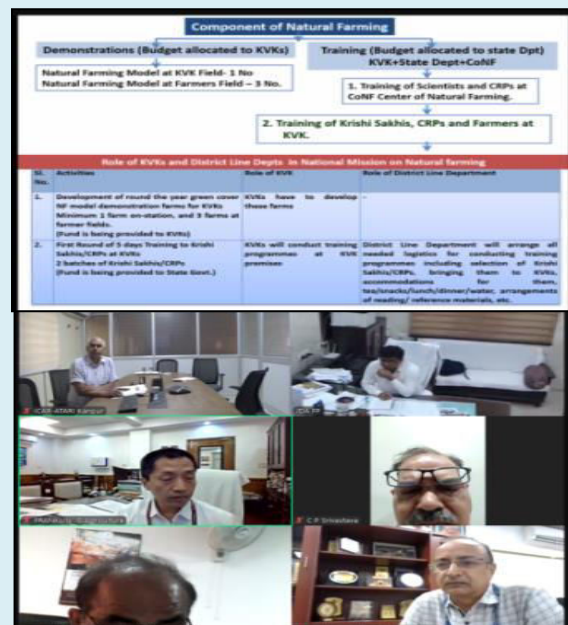
- capacity-building programs. They also discussed and agreed upon the fund flow mechanism of training component which was clarified by Sri Franklin L. Khobung, Joint Secretary, NRM.
- Dr. Raghwendra Singh provided a roadmap for integrating natural farming into the existing extension framework and discussed the role of district agricultural departments master trainers (CRPs) and Krishi Vigyan Kendras (KVKs) in ensuring quality and consistency in training.

Key Decisions & Action Points:

- A coordinated training calendar will be developed in collaboration with ATARIs, state Line departments and the AE Division, ICAR, New Delhi.
- Roles and responsibilities for content development, logistics and post-training follow-up which is developed by AE Division, ICAR, New Delhi Will be followed by each stakeholder (copy attached Appendix 'A')
- A dedicated communication group will be created for real-time updates and coordination.

Conclusion:

The meeting concluded with a mutual commitment for strengthening the institutional collaboration and delivering impactful training programs in National Mission on Natural Farming (NMNF). Dr Raghwendra expressed gratitude and thanked all participants for giving their valuable time and active participation.



2 मई 2025 को माननीय कृषि एवं किसान कल्याण मंत्री श्री शिवराज सिंह चौहान जी की प्रेसवार्ता

केंद्रीय मंत्री शिवराज सिंह चौहान ने की भारतीय कृषि अनुसंधान परिषद के बागवानी प्रभाग की समीक्षा वैश्विक उत्पादकता में ऊपरी पायदान पर छलांग लगाने के लक्ष्य के साथ करें काम- शिवराज सिंह सामाजिक-आर्थिक समृद्धि बढ़ाने के साथ बागवानी उत्पादों की उपभोक्ता मांग भी होगी तेज- शिवराज सिंह बागवानी क्षेत्र में अनुसंधान के लोकव्यापीकरण के लिए अभियान चलाएं- केंद्रीय मंत्री शिवराज सिंह अनुसंधान का सीधा लाभ किसानों तक पहुंचे और किसानों को समुचित दाम मिलें-केंद्रीय मंत्री शिवराज सिंह



नई दिल्ली, 2 मई 2025, भारतीय कृषि अनुसंधान परिषद (आईसीएआर) के माध्यम से देश में कृषि क्षेत्र के समग्र विकास को और बेहतर करने के उद्देश्य से लगातार समीक्षा और मानीटरिंग कर रहे केंद्रीय कृषि एवं किसान कल्याण और ग्रामीण विकास मंत्री श्री शिवराज सिंह चौहान ने आज इस क्रम में पुनः आईसीएआर के सभी वरिष्ठ अधिकारियों के साथ महत्वपूर्ण बैठक की। इस दौरान श्री शिवराज सिंह ने आईसीएआर के बागवानी प्रभाग की समीक्षा करते हुए अधिकारियों को दिशा-निर्देश दिए कि वे वैश्विक उत्पादकता में हमारे देश की ऊपरी पायदान पर छलांग लगाने के लक्ष्य के साथ जुटकर काम करें।

बैठक में, केंद्रीय मंत्री श्री शिवराज सिंह बागवानी क्षेत्र के विकास और बागवानी से जुड़े किसान भाइयों-बहनों के हित में अपने व्यापक विचार साझा करते हुए कहा कि आने वाले समय में जैसे-जैसे सामाजिक-आर्थिक समृद्धि और बढ़ेगी, बागवानी उत्पादों (विभिन्न प्रकार के फल-सब्जियों) की उपभोक्ता मांग में भी तेजी से बढ़ेगी, इसे दृष्टिगत रखते हुए बेहतर उत्पादन सुनिश्चित करने के लिए और अच्छे तरीके से काम करना होगा। उन्होंने कहा- बागवानी क्षेत्र में अनुसंधान के लोकव्यापीकरण के लिए अभियान चलाया जाना चाहिए।

केंद्रीय मंत्री श्री चौहान ने वैश्विक स्तर पर उत्पादकता बढ़ाने पर बल देते हुए कहा कि विश्वस्तर हम कैसे ऊपरी पायदान पर छलांग लगाएं, उसके लिए पूरी कोशिश होना चाहिए, कुछ उत्पादों के मामले में हम बेहतर हैं, लेकिन और अधिक उत्पादों पर भी हमें काम करते हुए उत्पादकता के उच्च मापदंड अपनाते हुए काम करना होगा, इसलिए अच्छी गुणवत्ता के साथ उत्पादन-उत्पादकता बढ़ाने के लक्ष्य के साथ आगे बढ़ें।

श्री शिवराज सिंह ने बागवानी क्षेत्र की बेहतर फसल पद्धतियों का अध्ययन करने के साथ ही किसानों तक अनुसंधान व आवश्यक जानकारी की पहुंच सुनिश्चित करने के लिए भी प्रयास करने की बात कही। उन्होंने कहा कि अनुसंधान की जानकारी किसानों तक पहुंचाने के लिए व्यापक प्रचार-प्रसार की जरूरत है, ताकि बागवानी के किसान योजनाओं का सही लाभ उठा सके, इसके अभियान स्तर पर काम किया जाना चाहिए।

केंद्रीय मंत्री श्री शिवराज सिंह ने कीटनाशकों के सही मात्रा में इस्तेमाल की भी बात कही और फसलों में बीमारियों की रोकथाम के लिए भी आईसीएआर द्वारा शोध एवं समुचित कदम उठाने के लिए निर्देश दिए। उन्होंने ने घातक कीटनाशकों से बचते हुए ज्यादा पोषण क्षमता वाली, स्वास्थ्यवर्धक फसलों का उत्पादन बढ़ाने पर बल दिया, साथ ही कहा कि किसानों तक पौधों की अच्छी किस्मों की आपूर्ति होना चाहिए। केंद्रीय मंत्री श्री चौहान ने कहा कि किसानों को बेहतर नर्सरियों के माध्यम से तक अच्छी किस्म के पौधे मिलना सुनिश्चित करने की दिशा में काम करना होगा।

श्री शिवराज सिंह चौहान ने कहा कि इलायची, केसर, सूपारी, काली मिर्च इत्यादि जैसे विशेष किस्म की फसलों की पैदावार के संबंध में और विशेष शोध और प्रयास करने की कोशिश होना चाहिए। साथ ही, उन्होंने इस बात पर प्रसन्नता व्यक्त की कि नई किस्मों के साथ-साथ अच्छा उत्पादन देने वाली कुछ पुरानी किस्मों के संरक्षण और संवर्धन के लिए भी हमारे वैज्ञानिक प्रतिबद्ध हैं।

श्री चौहान ने कुछ फसलों, विशेषकर आलू, प्याज, टमाटर के संदर्भ में बात करते हुए कहा कि इनके मामले में किसानों को मिलने वाला दाम और उपभोक्ताओं द्वारा देय राशि के बीच का अंतर कम होना चाहिए, ताकि सीधा लाभ किसानों तक पहुंच सके।

बैठक में आईसीएआर के महानिदेशक डॉ. एम.एल. जाट सहित सभी उप महानिदेशक और अन्य अधिकारी उपस्थित थे।





National Workshop on "Technical Integration for Sustainable Agriculture Development and Farmer Buyer-Seller Meet" at Chitrakoot.



National Workshop on "Technical Integration for Sustainable Agriculture Development and Farmer Buyer-Seller Meet" was held from 15–16 June 2025 at DRI, Udyamita Vidyapeeth, Chitrakoot. The workshop was jointly organized by the Deendayal Research Institute (DRI) and Vindhyachal Farmer Producer Co. Ltd., Gwalior and brought together experts, scientists, FPO leaders, entrepreneurs and extension professionals to deliberate on strategies for strengthening agriculture through technological and institutional integration.

The workshop was inaugurated by Dr. M.L. Jat, Secretary DARE & Director General, ICAR, as the Chief Guest. In his inaugural address, Dr. Jat emphasized the importance of connecting grassroots-level innovations with national agricultural priorities. He appreciated the role of FPOs and local institutions in translating agricultural research into rural prosperity and sustainable livelihoods. He also highlighted ICAR's ongoing efforts to support integrated development through research, extension and institutional convergence. Dr. Rajbir Singh, Deputy Director General (Agricultural Extension), ICAR, attended the workshop as the Guest of Honour.

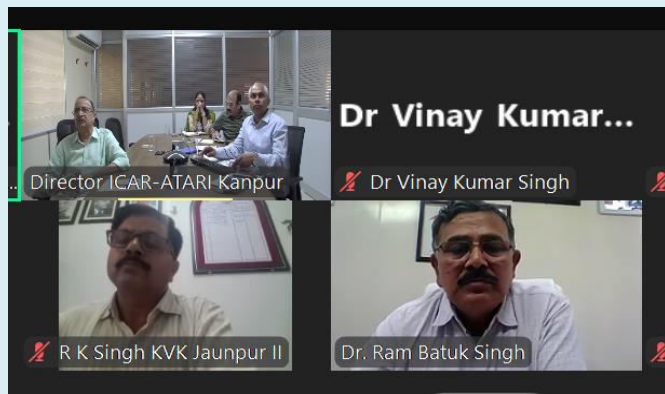
Guest of Honour Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur delivered a keynote address during Technical Session III: Strategic Planning for Farmer-Enterprise Linkage. His talk, titled "Strengthening the Commodity Value Chain by Leveraging Farmers' Institutions", focused on the critical role of farmer-led organizations in value addition, market access and inclusive growth. The session was chaired by Padma Shri

Uma Shankar Pandey Ji, who emphasized local wisdom, entrepreneurship and the integration of smallholders into market systems.



The workshop also facilitated farmer-buyer interactions, exhibitions of agri-innovations and field experiences that showcased how scientific and entrepreneurial efforts can be synchronized. The event concluded with actionable recommendations to promote sustainable value chains and enterprise-based models for rural transformation.

Online meeting on VKSA under the chairmanship of DDG (Horticulture) ICAR, New Delhi and all the Directors and Heads of ICAR Institute and Regional Centers in Uttar Pradesh along with the Directors of Extension



On 14.05.2025, an online meeting was held under the Chairmanship of honourable DDG (Hort.) Dr. S.K. Singh, (Nodal for ATARI, Kanpur, U.P.), ICAR, New Delhi for review of progress of Viksit Krishi Sankalp Abhiyaan (29 May-12 June) programme. The meeting was attended by, ADG (Hort.) JD (Extension Education, IVRI, Bareilly), all the partners Directors of different ICAR Institute, scientist at ATARI, Heads and nodal SMSs of this programme.





The meeting was started with the welcome address by Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur. With the permission of chair, Dr. S.K. Dubey, Director, ICAR-ATARI, Kanpur, delivered a presentation on brief outline and progress of the programme covering all the aspect for better understanding and smooth conduction of this programme by all the partners. The following key action points emerged from the deliberation, ensuring improved implementation and impact of these initiatives.



- Three teams per district will be constituted and each team will cover three locations/day. In each team there will be one or two ICAR scientists, two SMSs, two progressive farmers and representatives from state departments (ATM, BTM etc.). Even the other staffs of ICAR institute such as technicians or technical officers may be deputed for this programme where ever needed. The nature of team should be multidisciplinary.
- The teams should be ready, willing and have clarity about the time schedule and different activity related with the programme.
- There should be inclusion of local coordinators at war room as well as at SMD for full coverage of the programme and dissemination by the press media. The SMSs in the each team will be acting as the local coordinator for reporting to the respective ATARI and for circulation of news in local press media.
- Regarding vehicle arrangement: The vehicles available at different ICAR-Institute may be utilized and also it can be hired with institute budget under extension activity head. The KVKs and State department officials may also utilized their office vehicles and can hire vehicle as per the need.

- Minimum expenditure should be allocated for tentage, pandals, bouquet, flowers & shawls etc.(for welcome of VIPs) and Community hall and other common buildings in the village may be utilized for the programme venue. ATARI will be allocating budget for local arrangements/expenditure.
- The arrangement of water and snacks at venue must be ensured in view of hot weather.
- The MGMG team of different ICAR institute may be utilized for this programme.
- The aspirational districts of UP shall be taken care and TSP & SCSP (Kisan mela) funds may be utilized for these districts. ICAR-CISH & IISR may cover aspirational districts
- IFFCO and other agencies may be included in this programme and they may also support this event.
- The maintenance of database of all the farmers attending this programme is utmost important. All the team will collect basic information of farmers (Name of the farmer, Village name, block, district and contact number) essentially for future communication as well as advisory.





Viksit Krishi Sankalp Abhiyan

(29.05.2025 to 12.06.2025)

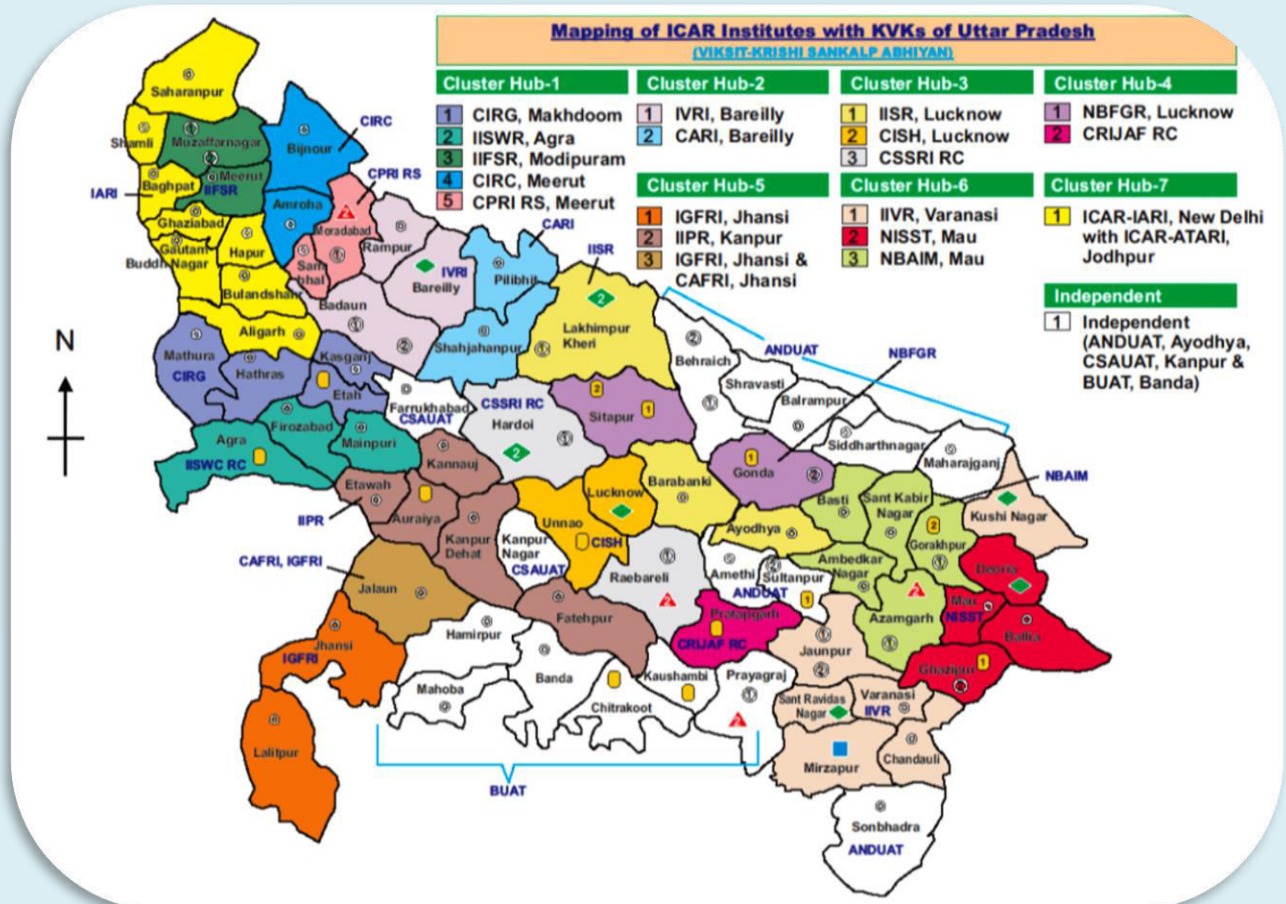
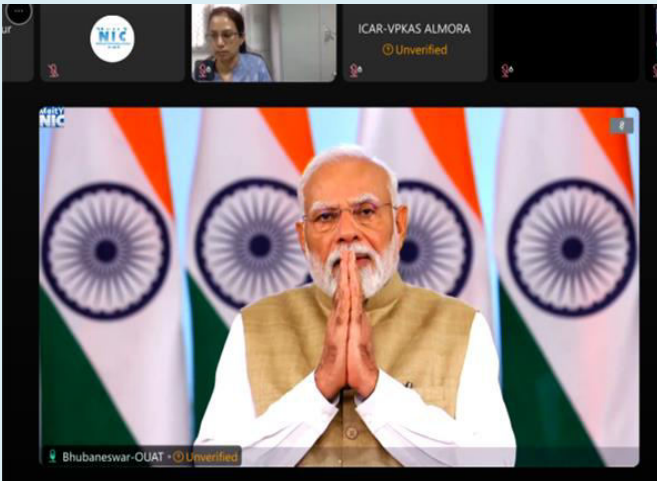


Fig. ICAR Institutes and SAU wise district clusters formed in Uttar Pradesh during VKSA

On 29.05.2025, the 15-day national campaign Viksit Krishi Sankalp Abhiyan (29.05.2025 to 12.06.2025) was virtually launched by the Hon'ble Prime Minister of India, Shri Narendra Modi. The campaign was inaugurated from Puri, Odisha, in the gracious presence of Union Minister of Agriculture and Farmers Welfare, Shri Shivraj Singh Chouhan. In his address, the Hon'ble Prime Minister underlined the strategic importance of this campaign in accelerating science-led agricultural growth and taking cutting-edge innovations directly to farmers' fields. The campaign marks a major step toward bridging the gap between research institutions and farming communities, enabling timely access to technology, knowledge and government schemes.

The campaign aims to realize the Hon'ble Prime Minister's vision of "Lab to Land" and embodies the spirit of a "Viksit Bharat" by 2047. Through this initiative, farmers across the nation were engaged directly by scientists, extension workers and KVK teams, promoting sustainable practices, innovative solutions and farmer-centric interventions. The launch event also emphasized the critical role of agricultural development in shaping a strong and self-reliant India, where villages become hubs of innovation and productivity. With a well-structured outreach strategy, the VKSA campaign laid the foundation for deeper scientific collaboration at the grassroots level, empowering farmers to become partners in national progress. Director and all Scientists & Staff of ICAR-ATARI, Kanpur virtually joined this program.





Formal Conclusion of the 15-Day 'Viksit Krishi Sankalp Abhiyan'

On 12.06.2025, on the 15th and final day of the Viksit Krishi Sankalp Abhiyan, Union Minister for Agriculture, Farmers Welfare and Rural Development, Shri Shivraj Singh Chouhan, addressed a grand Kisan Sammelan (Farmer Conference) in Bardoli, Gujarat. All KVKs, ATARIs, ICAR Institutes of India virtually participated in the program. Dr SK Dubey, Director and all Scientists & Staff of ICAR-ATARI, Kanpur also virtually joined this program. Throughout the campaign, Hon'ble Agriculture Minister had actively interacted with farmers across various states, visiting multiple locations and reviewing grassroots-level implementation. On the concluding day, while addressing a large gathering in Bardoli, the Hon'ble Minister emphasized the unprecedented scale of the Abhiyan, under which 2,170 teams of scientists have reached out to and interacted with nearly 1.08 crore farmers across the country through this campaign.

Hon'ble Agriculture Minister Shri Shivraj Singh Chouhan reiterated that the Viksit Krishi Sankalp Abhiyan was launched to realize Prime Minister Shri Narendra Modi's vision of "Lab to Land", ensuring that the fruits of agricultural research directly benefit the farming community. He stated that agriculture remains the backbone of the Indian economy, contributing approximately 18% to the GDP and providing livelihood to nearly half of the country's population. The campaign was designed not only to disseminate technologies and best practices, but also to understand farmers' challenges and needs more closely.



Shri Shivraj Singh Chouhan appreciated the active involvement of ICAR institutes, KVKs, ATARIs and state agricultural departments in executing the campaign effectively at the ground level. He noted that the success of VKSA reflects the strength of India's agricultural extension system and the dedication of field-level scientists and staff. The Minister emphasized that this campaign must now become a continuous movement, with sustained efforts to increase productivity, promote sustainability and ensure farmer prosperity through science-led growth.





As part of the campaign:

- 2,170 teams of 16,000 agricultural scientists were constituted.
- These teams reached villages to directly engage with farmers, sharing the latest research and practical knowledge.
- Advice was given based on local climatic conditions and soil requirements.
- Farmers were educated on balanced use of fertilizers and pesticides and their feedback was also used to guide future research directions.

He reiterated that although the 'Viksit Krishi Sankalp Abhiyan' formally concludes today, the spirit of the campaign will live on. With the vision of "One Nation – One Agriculture – One Team", continuous farmer engagement and support will be ensured.

He stressed the need to adopt high-yield varieties, mechanization, micro-irrigation (more crop per drop), efficient water use and new seeds as the way forward.

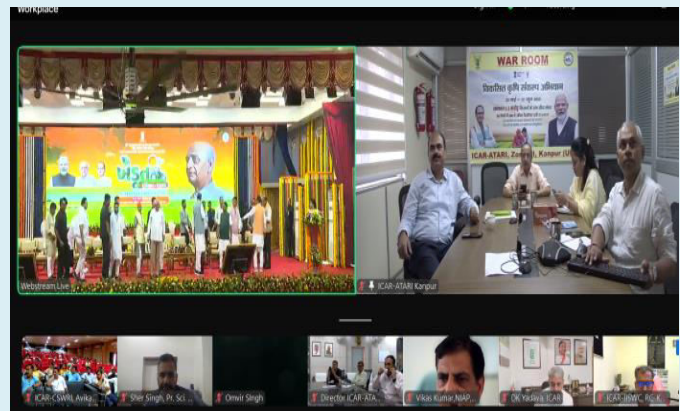
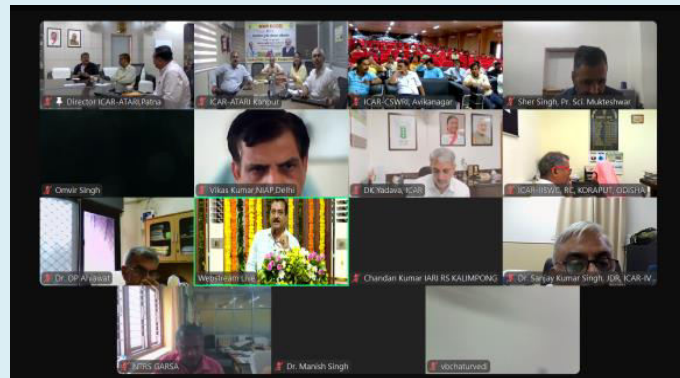
He shared the campaign's significant achievements:

- 2,170 teams of scientists have reached out to and interacted with nearly 1.08 crore farmers across the country through this campaign.

He also mentioned inspiring encounters with innovative farmers who have leveraged new technologies and schemes to increase their incomes tenfold. These farmers are living examples of grassroots scientists, whose insights will help shape future agricultural policies and innovations.

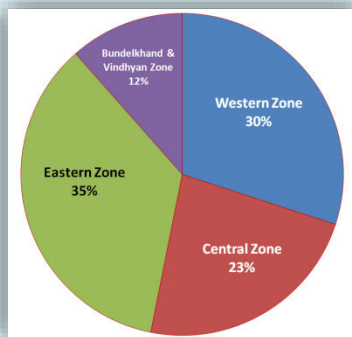
Campaign Journey

The nationwide campaign began on 29th May 2025 in Odisha. Over the 15-day period, Union Minister Shri Shivraj Singh Chouhan conducted extensive farmer outreach through Kisan Chaupals, conferences and padyatras across Odisha, Jammu, Uttar Pradesh, Haryana, Bihar, Maharashtra, Punjab, Uttarakhand, Madhya Pradesh, Karnataka, Telangana, Delhi and Gujarat.



Achievements of Uttar Pradesh in 'VKSA'

Zones	Total No. of farmers	No. of Districts
Western Zone	659831	26
Central Zone	507431	16
Eastern Zone	776796	24
Bundelkhand & Vindhyan Zone	252819	9
Total	2196877	75



Total male farmers 1737662 (79.09 %)

Total Female farmers 459215 (20.90 %)

Social Media Reach of VKSA

Particular		Data
1.	Newspaper coverage	5842
2.	Radio/TV coverage	187
3.	No. of post on X (Twitter)	1008 (67468)
4.	No. of followers on X (Twitter)	40834
5.	Number of post on Facebook	1820 (129276)
6.	No. of followers on Facebook	103304
7.	No. of post on Instagram	360 (3640)
8.	No. of followers on Instagram	4298

Note: Figures in parentheses indicates the total no. of views

Total reach using social media = 3.35 Lakhs





Photo glimpses of 'Viksit Krishi Sankalp Abhiyan'





Media (Newspaper) coverage

दैनिक सरल एक्सप्रेस बिजनौर विकसित कृषि संकल्प अभियान-2025 के अन्तर्गत गोष्ठी का किया आयोजन

बिजनौर, 29 अप्रैल: बिजनौर में आयोजित कृषि संकल्प अभियान-2025 के अन्तर्गत गोष्ठी का किया आयोजन...

विकसित कृषि संकल्प अभियान के अंतर्गत ग्रामीण उद्यमिता विकास जोर पर

बिजनौर, 29 अप्रैल: बिजनौर में आयोजित कृषि संकल्प अभियान-2025 के अन्तर्गत ग्रामीण उद्यमिता विकास जोर पर...

सत्य का असर समाचार पत्र आईसीएआर अटारी ज़ोन 3 में हुआ वृक्षारोपण, विकसित कृषि संकल्प अभियान अंतर्गत वैज्ञानिकों का दौरा किसान के द्वार।

बिजनौर, 29 अप्रैल: बिजनौर में आयोजित कृषि संकल्प अभियान-2025 के अन्तर्गत आईसीएआर अटारी ज़ोन 3 में हुआ वृक्षारोपण...

my city वाराणसी सिटी

शाध ऐसा हो जिससे खेती आसान हो, किसानों को लाभ खाता मिले

रायमन्त्री ने पत्निया गांव में किसानों से किया संवाद, आधुनिक खेती करने के लिए किया प्रेरित...

पीडीडीयू नगर जागरण

फीड बैक में सिंचाई की समस्या सर्वाधिक

विकसित कृषि संकल्प अभियान के तहत गांवों में पहुंचे विज्ञानी, जाना किसानों का हात...

दैनिक भास्कर

जिलाधिकारी ने विकसित कृषि अभियान की गोष्ठी में किया प्रतिभांग

बिजनौर, 29 अप्रैल: बिजनौर में आयोजित कृषि संकल्प अभियान-2025 के अन्तर्गत जिलाधिकारी ने किया प्रतिभांग...

विकसित संकल्प अभियान किसानों के लिए साबित होगी मददगार : अनुप्रिया

बिजनौर, 29 अप्रैल: बिजनौर में आयोजित कृषि संकल्प अभियान-2025 के अन्तर्गत अनुप्रिया ने कहा कि विकसित संकल्प अभियान किसानों के लिए साबित होगी मददगार...

6-स्टार Kanpur is with KVK Kushinagar and 19 others.

बिजनौर, 29 अप्रैल: बिजनौर में आयोजित कृषि संकल्प अभियान-2025 के अन्तर्गत 6-स्टार Kanpur is with KVK Kushinagar and 19 others...

विकसित कृषि संकल्प अभियान संगोष्ठी हुई

बिजनौर, 29 अप्रैल: बिजनौर में आयोजित कृषि संकल्प अभियान-2025 के अन्तर्गत संगोष्ठी हुई...



Online participation in Interaction meeting regarding VKSA under the Chairmanship of Hon'ble Union Minister of Agriculture and Farmers Welfare, Government of India



On 24th June 2025, Shri Shivraj Singh Chouhan, Hon'ble Union Minister of Agriculture and Farmers Welfare, Government of India, chaired a high-level hybrid review meeting at ICAR Headquarters, New Delhi, to assess the impact and outcomes of the recently concluded Viksit Krishi Sankalp Abhiyan (VKSA), which was conducted across the country from 29th May to 12th June 2025. The meeting witnessed the participation of senior ICAR officials, ATARI Directors, KVK scientists and agriculture department representatives. Dr SK Dubey, Director, ICAR-ATARI, Kanpur and all Scientists & Staff of ICAR-ATARI, Kanpur also virtually participated in this program. During the meeting, VKSA Nodal Officers delivered detailed presentations highlighting the key achievements of the campaign and the major issues and challenges faced by farmers in their respective states.

The Hon'ble Minister acknowledged the massive outreach of VKSA, highlighting that over 2,170 teams had visited more than 1.42 lakh villages and directly engaged with approximately 1.34 crore farmers across all states and union territories. He commended the exemplary role played by ICAR institutions, ATARIs and KVKs in reaching remote areas and ensuring meaningful dialogue with farming communities.

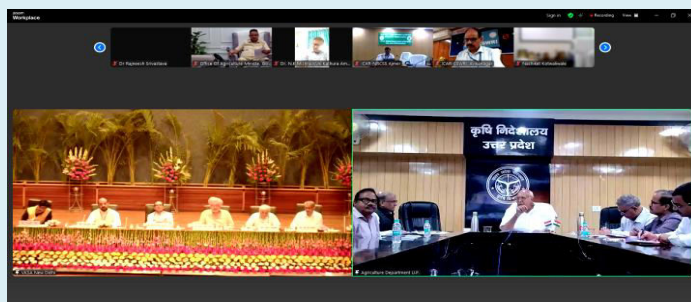
Hon'ble Agriculture Minister praised the scientific and field staff for their dedication and emphasized that such grassroots-level programs are essential to achieving the goals of a self-reliant and developed India.

He remarked that VKSA was not merely an awareness campaign but a direct action initiative — where technologies reached farmers' fields, feedback loops were established and practical demonstrations were carried out in real-time.

He reiterated the importance of continuing this momentum and announced that the government is working towards institutionalizing VKSA-type campaigns in every agricultural season, with focused efforts for Kharif and Rabi crops. The upcoming relaunch of VKSA in the Rabi season will be guided by lessons learned from this phase and future strategies will be more crop-specific and region-focused, targeting critical commodities such as pulses, oilseeds, cotton, soybean and sugarcane.

The meeting also witnessed participation from Shri Surya Pratap Shahi, Hon'ble Agriculture Minister of Uttar Pradesh, who shared valuable insights from the state's implementation of VKSA. He appreciated the coordinated efforts of ICAR and KVKs in Uttar Pradesh and highlighted the active engagement of field teams with farmers in identifying local problems, offering solutions and promoting improved practices. Shri Shahi also emphasized the importance of continued capacity-building of field staff and stronger integration between state agricultural departments and central institutions. He noted that farmers in UP responded positively to the VKSA, particularly in adopting climate-resilient technologies, exploring new income avenues and showing interest in agri-entrepreneurship models promoted during the campaign.

In his concluding remarks, Hon'ble Agriculture Minister Shri Shivraj Singh Chouhan stressed that VKSA has laid the foundation for a new era of participatory agricultural development. He urged ICAR to build a robust database from VKSA interactions and use the evidence to realign research and extension priorities. The Hon'ble Minister directed that each state must now develop a roadmap with support from ATARIs, ensuring that farmer-centric, scalable and sustainable interventions are carried forward. He also proposed stronger convergence with Krishi Sakhis, FPOs, SHGs and other grassroots stakeholders. Dr. M.L. Jat, Secretary DARE & DG ICAR, assured full institutional backing for these future directions, reaffirming ICAR's commitment to "Lab to Land" transformation. The meeting concluded on a note of collective resolve to transform VKSA into a continuous national movement aligned with the vision of Viksit Bharat@2047.





Other Meetings/events participated/organized During April to June 2025

SN.	Date	Activity
1	03.04.2025	SAC Meeting of KVK Shahjahanpur
2	04.04.2025	SAC Meeting of KVK Gorakhpur-II
3	11.04.2025	Online meeting on Conceptual and Methodological orientation of MPV for ensuring self sufficiency of pulses in India organized by ICAR-ATARI, Kanpur
4	17.04.2025	Visit to Lucknow for Interaction with delegation of World Bank on DSR.
5	30.04.2025	Online participation in meeting of ATARI Nodal Officers for Revision of 2025 Kharif Agro-Advisories organized by Ext. Division, ICAR
6	06.05.2025	Online participation in XXVI Meeting of Extension Council of ICAR-IVRI
7	12.05.2025	Participation in online meeting by ICAR on Viksit Krishi Sankalp Abhiyan (VKSA)
8	14.05.2025	Participation in Online Meeting reg. Interaction with ATARI Directors under the Chairmanship of DDG (AE)
9	15.05.2025	SAC Meeting of KVK Kushinagar
10	16.05.2025	Participation in Online Meeting reg. Interaction with ATARI Directors under the Chairmanship of DDG (AE)
11	16.05.2025	Online participation in meeting with AAOs of ATARIs regarding Review of MoU organized by Div. of Agril. Ext. ICAR
12	20.05.2025	Visit to New Delhi to attend VCs and Directors Conference of ICAR
13	20.05.2025	Participation in Meeting of All Directors of ATARIs, ADGs & Pr. Scientists of AE SMD
14	21.05.2025	Participation in Online Meeting reg. Intraction on ABHIYAN (VKSA) on points raised by PMO under the Chairmanship of DDG (AE)
15	22.05.2025	Visit to Lucknow for Meeting with Hon'ble Agriculture Minister of UP regarding preparation for Viksit Krishi Sankalp Abhiyan
16	23.05.2025	Online Meeting with All Director Extension to planning the activities of VKSA (29 may to 12 june) organized by ICAR-ATARI, Kanpur
17	26.05.2025	Participation in Online Meeting reg. VKSA under the Chairmanship of DDG (AE)
18	28.05.2025	Participation in Online Meeting reg. VKSA under the Chairmanship of DDG (AE)
19	30.05.2025	Participation in Online Meeting reg. VKSA under the Chairmanship of DDG (AE)
20	01.06.2025	Participation in Online Interaction Meeting on VKSA under the Chairmanship of Secretary DARE and DG, ICAR.
21	02.06.2025	Participation in Online Meeting reg. VKSA under the Chairmanship of DDG (AE)
22	06.06.2025	Participation in Online Meeting reg. VKSA under the Chairmanship of DDG (AE)
23	08.06.2025	Visit to Fatehpur to attend the Viksit Krishi Sankalp Abhiyan program in village Kharanda, Fatehpur
24	11.06.2025	Participation in Online Meeting reg. VKSA under the Chairmanship of DDG (AE)
25	13.06.2025	Participation in Online Meeting reg. VKSA under the Chairmanship of DDG (AE)
26	18.06.2025	Participation in Online Meeting reg. Observation for Stubble burning draft of Rajya Sabha under the Chairmanship of DDG (AE)
27	19.06.2025	Online Meeting on Submission of Utilization Certificates organized by ICAR-ATARI, Kanpur
28	20.06.2025	Participation in Online Meeting reg. Interaction with ATARI Directors under the Chairmanship of DDG (AE)
29	26.06.2025	Participation in Online Meeting reg. Interaction with ATARI Directors under the Chairmanship of DDG (AE)





Success Story

Happy Seeder: The Game Changer for Profitable Wheat Farming



Mr. Ram Prakash Yadav

S/o Sri Daleep Yadav
village Arajibagmati,
Block Rani ki Sarai,
District Azamgarh (U.P.).

Introduction: Shri Ram Prakash Yadav, a progressive farmer from Azamgarh, owns 8.35 hectares of land and maintains six high-yielding milch animals. With six family members dependent on him, Mr. Yadav primarily cultivated wheat during the rabi season, an important crop in eastern Uttar Pradesh. Traditionally, he practiced wheat sowing through broadcasting, using a rotavator or cultivator. However, he was increasingly concerned about the environmental and soil health issues caused by burning crop residues and he sought a sustainable solution to manage stubble and improve soil fertility.

Situation analysis / problem statement: Mr. Yadav faced two major challenges:

- Crop residue burning leading to environmental degradation and soil health issues.
- High cost of wheat sowing operations using conventional methods.

KVK intervention: KVK recommended the adoption of the Happy Seeder machine for wheat sowing, which allows direct drilling of wheat into fields with standing paddy residues without burning and suggested using a stubble chopper for residue management. Mr. Yadav also received training on calibration and operation of the Happy Seeder.

Implementation and output: Mr. Yadav adopted the Happy Seeder technology on 9 acres of his land. As a result, he successfully reduced the sowing cost by approximately 50% compared to the conventional method. He achieved better crop stand and improved field conditions.

Observed Benefits:

- **Soil Health Improvement:** Organic matter in the soil increased, as reflected in Soil Health Card (SHC) reports.
- **Water Savings:** He saved 2–3 irrigations due to better moisture retention from residue cover.
- **Reduced Fertilizer Use:** Gradual reduction in the need for chemical fertilizers with continuous incorporation of crop residues.
- **Enhanced Wheat Growth:** A higher number of tillers were observed in Happy Seeder sown wheat compared to conventionally sown wheat.
- **Reduced Lodging:** Wheat crops sown with Happy Seeder showed lower incidences of lodging.

S. No.	Type of operation	Happy Seeder	Conventional method	Net Savings (Rs.)	% Increase over FP	Farmers feedback
1.	Field preparation & sowing	Not required	Mandatory	8201.00	100.00	Happy seeder saved time and money required in field preparation and sowing. Besides, increased wheat yield also recorded due to timely sowing of wheat.
2.	Residue management of paddy	Well incorporated in soil	Burned before wheat sowing	0.0	100.00	Due to burning of residues, loss of recyclable nutrients observed and also caused air pollution.
3.	Seed & fertilizer placement	Right placement of both inputs	Broadcasting of both inputs leads to improper placement and excessive use of seeds & fertilizers	2753.00	31.20	Fertilizer used efficiency increased due to right placement and it also improved the soil fertility level by decomposition of crop residues.
4.	Weed management	Almost negligible	Severely invades	650.00	67.50	Paddy straw act like mulch and suppressed the weed germination.
5.	Irrigation and inter culture operations	Less water, less time and reduced no. of irrigation	More water and time required in first irrigation	3771.00	36.30	Time of irrigation got reduced due to non ploughing/pulverize of soil.
6.	Yield (q/ha)	49.75	42.15	7.60	18.03	
7.	Additional total savings			30005.00		
8.	Total additional income through CRM for livelihood of family (3.6x30005)			108018.00		

Impact: The adoption of Happy Seeder technology not only enhanced Mr. Yadav's income by reducing production costs but also contributed to sustainable farming practices. He is now recognized as a progressive farmer in the region and credits KVK, Azamgarh for introducing him to improved residue management practices under the Crop Residue Management Project. Mr. Yadav's successful experience is encouraging other farmers in the area to shift towards environmentally friendly and profitable wheat cultivation methods.



Success Story

Climate Resilient Integrated Farming System has proved the way for regular income generation



Sri Kamlesh Singh S/o Lt. Surya Narayan Singh

Village: Kallipur, Block: Arajiline
District: Varanasi
Mobile: 9794894815

Situation analysis/problem statements

Sri Kamlesh Singh, village Kallipur,, block Arajiline having 8 acre land. He is followed paddy – wheat cropping system on their field. He was facing the problems of poor yield and low income from their farm. Sri Singh visited KVK Varanasi and discussed with scientists about their problem of poor productivity and low income.

Plan and Implementation and Support

KVK scientist visited to the field of Sri Kamlesh Singh and suggested to him for adoption of integrated farming system on their field. After visit of scientist he changed their pattern for growing of different crops on their field and also start rearing of milch animals (buffalos) and planted fruit plants on their field. Krishi Vigyan Kendra Varanasi scientists visited time to time on Sri Kamlesh Singh's field for scientifically look after the crops and animals. Scientist also suggested to him for soil testing, proper irrigation management, improved variety seed of crops, balance use of fertilizers, proper management of weed, insect, pest, and disease of crops with proper health case of animals.

Economics of various crops

Sl. No.	Name of Crops	Area (acre)	Cost of cultivation (Rs./acre)	Total cost of cultivation (Rs.)	Total Production (qt.)	Total income (Rs.)	Net return (Rs.)	B:C Ratio
Kharif crops								
1	Paddy	4.00	28200	112800	80	153600	40800	1.63
2	Maize	0.50	16000	8000	9.75	18038	10038	2.25
3	Urd	1.00	12120	12120	3.50	22750	10630	1.88
4	Til	1.25	7840	9800	3.25	19500	9700	1.99
5	Arhar	0.25	13520	3380	2.50	15000	11620	4.44
6	Sugarcane	0.50	44800	22400	110.00	37400	15000	1.67
7	Bitter gourd	0.25	26200	6550	30.00	28500	21950	4.35
8	Sponge gourd	0.25	27000	6750	35.00	35000	28250	5.19
Rabi crops								
9	Wheat	5.00	26800	134000	105.00	231000	97000	1.72
10	Mustard	0.25	14600	3650	2.20	11000	7350	3.01
11	Potato	0.25	62800	15700	45.00	38250	22550	2.44
12	Veg. Pea	1.00	28000	28000	8.50	46750	18750	1.67
13	Cauliflower	0.25	25600	6400	21.50	21500	15100	3.36
14	Onion	0.25	48000	12000	17.00	27200	15200	2.27
15	Brinjal	0.25	22800	5700	22.00	24200	18500	4.25
16	Garlic	0.25	34400	8600	5.20	26000	17400	3.02
	Total			395850.00		755688.00	359838.00	

Outputs

Sri Kamlesh Singh has started some component of integrated farming system on their farm and proper utilization of farm wastage for the making of organic manures and used for growing of various crops that was helps for minimizing the cost of cultivation and also improving of net income.



Success Story

Continued...

Economics of Orchard

Sl. No.	Fruit plant	Area (acre)	Operational Cost (Rs./ha)	Total income (Rs.)	Net income (Rs.)	B:C ratio
1	Mango	2.50	68500	122000	53500	1.78
2	Guava					
3	Lemon					
4	Maringa					
Total			68500	122000	53500	

Economics of Animal Husbandry

Sl. No.	Animals	Numbers	Operational Cost (Rs.)	Total income from milk (Rs.)	Net income (Rs.)	B:C ratio
1	Buffalos	2	180000	374400	194400	2.08
2	Cow	1	60000	115200	55200	1.92
Total			240000	489600	249600	

Economics of IFS system

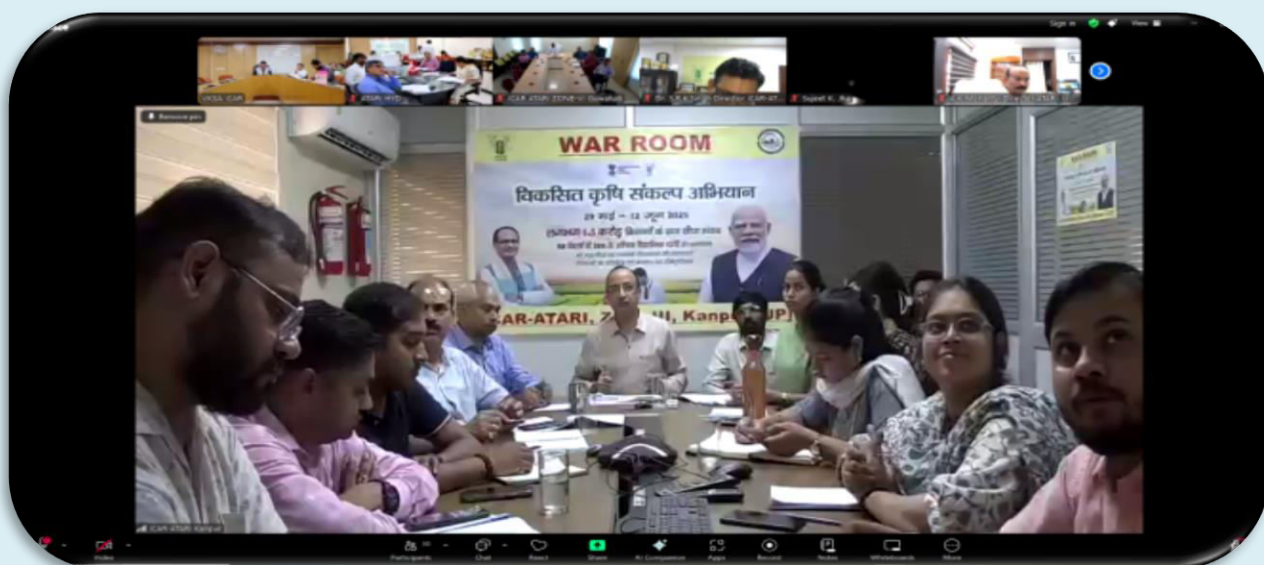
- Total cost per year : Rs. 704350/-
- Total average income per year : Rs. 1367288/-
- Average income per year : Rs. 662938/-





Quarterly Progress Report (April-June, 2025)

S.No.	Activities	Achievements
1.	On- Farm Trials Conducted (Nos.)	47
2.	Frontline Demonstrations Conducted (Nos.)	1762
3.	No. of Farmers and farm women Trained (Nos.)	5588
4.	No. of Extension Personnel Trained (Nos.)	1802
5.	Production of Seeds (in Quintals)	1712.54
6.	Production of Planting materials (in lakh)	24.65
7.	Production of livestock strains and fingerlings (in lakh)	13.60
8.	Soil and water samples tested (Lakh.)	0.16
9.	No. of Farmers provided mobile agro-advisory (in lakh)	12.54
10.	No. of Farmers and other stakeholder benefitted through various Extension Activities (in lakh)	1.60



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