

## Director Dr. Shaik. N. Meera visit to BCT KVK

Distribution of Physical asserts & Inputs under TSP, SCSP & CFLD Oil seeds  
on 6<sup>th</sup> Jan 2026

Dr. Shaik N. Meera, Director, ICAR-ATARI Zone-X, visited the Atchutapuram Mahila Kisan Mitra Farmer Producer Organization (FPO) and interacted with the members.

The FPO is currently engaged in the sale of agricultural inputs such as sprayers, mulching sheets, and tarpaulins. In addition, the organization is promoting women-led value-added products, including biscuits, mixtures, soap nut shampoo, rice, dal, oil seeds, Cow based value added products etc., which are being marketed through the FPO. The FPO has also established a system of aggregating vegetables from local farmers and selling them through the mandal-level vegetable market, ensuring better price realization for farmers.

Director emphasized the need to transform the FPO into a more business-oriented and market-driven enterprise. He advised the members to focus on improved packaging, labelling, and branding to enhance product visibility and consumer appeal. He highlighted that online marketing and digital platforms are essential to increase sales and income and suggested adopting e-commerce and social media-based marketing strategies.

He also recommended taking up off-season cultivation of grafted vegetables, such as grafted brinjal and grafted tomato, which can be grown even in limited landholdings and under moisture-stress conditions, thereby ensuring higher productivity and income stability.





**Farmer scientist interaction :** Director participated in the farmer scientist interaction of Dairy farmers. Officials from Animal Husbandry department, Dr Ram Mohan Rao, Dr Gangadhar ADAH Yelamachili Dr Ganesh ADAH Atchutapuram, Dr Madhuri, Dr M Prasad Rao Dd participated in the program. Dr M Prasad Rao created awareness to farmers on profitable dairy and backyard poultry farming and has cleared the quires raised by farmers regarding livestock farming. Dr Ram Mohan Rao highlighted the importance of feeding, vaccination and deworming in the livestock. 67 farmers actively participated in this session.



## Honouring Progressive Farmers during the Director's Visit

As part of Director's visit, five progressive farmers from different mandals were honoured in recognition of their innovation, adoption of modern technologies, and contribution to sustainable agriculture.

1. Sri Kolli Suresh, Dopperla Village, Atchutapuram Mandal, is a young progressive farmer who received a State-level Best Farmer Award at the age of 30 for large-scale adoption of drip irrigation and achieving high productivity in horticultural crops. Even today, he is cultivating a wide range of vegetables using modern technologies and obtaining higher yields and income.
2. Sri Karri Naveen Kumar, Ganaparthi Village, Munagapaka Mandal, 24 years old young and dynamic farmer pursuing his degree and actively supporting his parents in agriculture. He successfully maintained grafting brinjal crops for 1.5 years with three continuous harvest cycles, achieving high yields. In an area dominated by paddy and sugarcane cultivation, he demonstrated that vegetables can generate higher income by adopting modern and innovative technologies promoted by KVK. He used traps and also indigenously developed low-cost light traps (below ₹1,000). Presently, he is cultivating papaya, ridge gourd, bitter gourd, cluster bean, and tomato using trellising, mulching, drip irrigation, and grafting techniques.
3. Smt. Kundrapu Chinatalli, Lalam Kothuru Village, Kasimkota Mandal, is a progressive woman farmer practicing natural farming from predominant vegetable cultivation area where chemical sprays are commonly used. She not only cultivates vegetables using eco-friendly Natural Farming methods, but also motivated about 20 fellow farmers to adopt natural farming practices. Despite having a small landholding, she grows a variety of vegetables and follows an integrated farming system, serving as a role model for sustainable agriculture.
4. Sri Narla Satyanarayana, Jangalapalli Village, Makavarapalem Mandal, is a progressive farmer achieving very high yields in oilseed crops such as groundnut and sesame by using ICM techniques and mechanization. He practiced integrated farming, combining crop production with dairy, poultry, fish farming, and the cultivation of various fruit plants. He also grows millets and pulses seasonally, consistently obtaining good yields and diversified income.
5. Sri Boddapu Ramana, Somalingapalem Village, Yelamanchili Mandal, was recognized for his successful saline soil management through the use of green manure crops, following the technical guidance of KVK. His efforts have significantly improved soil health and paddy productivity and have inspired fellow villagers to adopt green manuring practices before paddy cultivation.







Visit to Bio Crop Protection Lab:

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With the support of ATARI initiated the establishment of Bio Crop Protection Laboratory in the KVK. The machinery and equipment were purchased and establishment process is going on .The laboratory is expected to become operational within one month.

The proposed major activities of the laboratory include spawn production and the production of bio-fungicides such as Trichoderma and Pseudomonas , as well as bio-pesticides including Beauveria, Isaria, Verticillium , and Metarhizium . The laboratory will also undertake spore count estimation and diagnosis of plant disease samples, supporting farmers with timely and scientific solutions.

During his interaction, the Director Dr. Shaik N. Meera emphasized the importance of understanding of soil microbiomes, drawing an analogy to gut health and beneficial microbes in the human body. He highlighted that identifying and studying the microbial diversity present in soils (Soil Microbiomes) would help in assessing soil health status, which in turn influences soil pH, nutrient availability, productivity, and overall crop performance. He suggested integrating microbiome-based assessments into future laboratory activities for more holistic soil and crop health management.



Distribution of inputs including crates, sprayers, Mandwa weeders, chicks, sesame seed, and SSP was carried out for beneficiaries under the SCSP, TSP, and CFLD–Oilseeds programmes to support improved agricultural productivity, mechanization, and livelihood enhancement of farmers.







### **Smt S Chittemma, Innovative Jaggery Entrepreneur from Kasimkota Mandal interaction with Director**

Smt. Silaparasetti Chittemma, a progressive woman farmer from Kasimkota Mandal, showcased her remarkable creativity and entrepreneurial spirit by explaining her innovative approach to value-added jaggery production to the Director. She prepares specialty jaggery by skillfully blending natural spices such as pepper, dry ginger, and cardamom, transforming a traditional product into a unique, high-value offering.

All varieties are marketed at an affordable price of ₹90 per kg, with a distinctive marketing strategy of selling 500-gram packs in traditional earthen pots, which has drawn considerable consumer interest. The concept of spice-infused jaggery is entirely her own innovation, significantly enhancing the market appeal and value of jaggery. Through this enterprise, she has achieved an impressive annual turnover of nearly ₹16 lakh and has generated employment for eight rural women, emerging as a model rural entrepreneur.

In addition to her jaggery unit, Chittemma maintains a dairy with six cows. Five years ago, she met with a severe accident while operating a chaff cutter and lost her right hand. Despite this life-altering setback, she displayed extraordinary resilience, converting adversity into opportunity and continuing her work with unwavering determination.

She met Dr. Sheikh N. Meera, Director, ICAR-ATARI Zone-X, Hyderabad, at BCT-KVK on 6 January 2026 and shared her innovations. The Director highly appreciated her hard work, innovation, resilience, and commitment to women's employment, and encouraged her to further strengthen packaging, branding, and online marketing to scale up her enterprise and reach wider markets.

