

ICAR–KVK MYRADA, Erode District

Report on ATARI Director Visit to KVK Erode

Date : 29-30.09.2025

Day 1: Visit to Entrepreneur's unit

KVK Erode District organized field visit to few entrepreneur units promoted by KVK for the officials from TNAU & ATARI on 29.09.2025. The officials team Dr. R. Thamizh Vendan, Vice-Chancellor (i/c), TNAU, Dr. Shaik N. Meera, Director, ATARI Zone X, Dr. N. Anandaraja, Professor & Head, Training Division, DoEE, TNAU, Dr. Saikrishnan, CEO, NSDC and Shri Amer Ali Khan, Founder of Siasanthub visited the IFS farm established with the technical support of KVK under ARYA scheme at Uthandiyur village, Bhavanisagar Block. Dr. P. Alagesan, Senior Scientist & Head KVK Erode along with farmers Mr. Natraj & Mrs. N. Sharmila explained about various IFS components established in the farm and associated income generation opportunities.



Followed to this, the Team has visited Millet & Traditional Rice Flakes production unit “**H-Dia Foods**” at Sathyamangalam, where the entrepreneur Mr. Rajamanikam explained the preparation of millet and rice-based health mixes and flakes, highlighting the continuous market demand for such products.



The officials also visited vermicompost production and innovative earthworm rearing unit at Uppupallam village, Sathyamanagalam Block. Progressive farmer Mr. Ravi explained his innovative earthworm rearing in tray method techniques in earthworm breeding, worm and egg production and the use of different culture methods. They also visited his coconut oil & herbal soap production unit.



During each visit, the officials interacted with farmers regarding innovative methods adopted with KVK support, explored business opportunities, discussed scaling-up prospects, and identified possible linkages.

Day 2 : Inauguration of Children's Play Centre in Eco-Tourism Project

ICAR–KVK, MYRADA, Erode District is implementing an Eco-Tourism Project in Dhimbam Hills of Talavadi block with the objective of creating awareness on tribal culture, farming practices, and improving the livelihood development of the tribal community.

On 30th September 2025, the Children's Playground under the Eco-Tourism Project at the Arepalayam Campus of ICAR–KVK, MYRADA, Erode District was inaugurated in the presence of distinguished delegates:

- Dr. Shaik N. Meera, Director, ICAR-ATARI, Hyderabad
- Shri. Amer Ali Khan, Founder, The Siasat Hub, Hyderabad
- Dr. Sai Krishna, CEO, NSDC
- Dr. N. Anandaraja, Professor & Head, Training Division, DEE, TNAU, Coimbatore

Dr. P. Alagesan, Senior Scientist & Head, highlighted the details of the Eco-Tourism Project and emphasized the importance of the Children's Play Centre as one of the key activities of the initiative. The newly developed Children's Playground is an integral component of the Eco-Tourism Program. It is designed to provide:

- A family-friendly recreational space
- Opportunities for physical education
- A platform for children to learn environmental awareness during visits and stays



Inauguration of District level seminar on Technological option in Production, Post Harvest management and Marketing of Arecanut crops

KVK, Erode in coordination with Arecanut Growers Association, Gobichettipalayam organized Seminar on Arecanut cultivation, Post-Harvest Technology and Marketing on 30.09.2025 at Sri Muthu Mahal, Gobichettipalayam. The programme presided over the function by **Shri. S.Kandasamy, IAS., District Collector**, Erode and highlighted the efforts made by KVK on promotion of Arecanut cultivation and Marketing in Erode district. **Dr. Shaik N. Meera, Director, ICAR-ATARI, Hyderabad** participated as a Chief Guest of the function and observed the research gaps in uneven maturity and farm mechanization in arecanut cultivation. **Shri. Amer Ali Khan, Founder, The Siasat Hub, Hyderabad** gave the

felicitation address and shared that the experiences learnt from arecanut farmers in Erode district to Telangana farmers.

Follow to this, the technical session handled by experts from TNAU and Research institutes like Dr.B.Augustin Jerard, Project Coordinator, CPCRI, Kasarkode, Dr.N.Anandaraja, Professor & Head, TNAU, Coimbatore, Mr.M.Chandra, Marketing Manager, CAMPCO, Dr.M.R.Manikandan, Principal Scientist, CPCRI, Dr.Senthilkumar, Principal Scientist, CIAE, Dr.M.S.Saraswathi, Principal Scientist, NRCB, Dr.Balaji Rajkumar, Scientist IISR, Calicut. On this occasion, booklet on Arecanut cultivation released by the dignitaries.

Earlier, Dr.P.Alagesan, Senior Scientist & Head, KVK explained the growth and development of Arecanut Growers Association being promoted from since from 2012, now that association emerged as “Price fixing platform” for the benefit of arecanut growers in Erode and neighbouring districts. As part of the event, organized exhibitions on technologies related to arecanut cultivation. 442 farmers have participated in this event.

