## KISAN MELA CONDUCTED BY THE KRISHI VIGYAN KENDRA, BELLAMPALLI, MANCHERIAL DISTRICT.

On 30<sup>th</sup> November 2024, Krishi Vigyan Kendra, Bellampalli in Mancherial district under the aegis of PJTAU, Hyderabad, ICAR - ATARI, Zone – X, Hyderabad and ICAR- CICR, Nagpur organized a Kisan Mela programme under Special Project of ICAR - CICR entitled "Targeting technologies to agro ecological zones large scale demonstration of best practices to enhance cotton productivity" at KVK instructional farm. Dr. Shivakrishna Kota PC, KVK, Bellampalli inviting the quest and briefing about the programme.

Dr. Shaik. N. Meera, Director, ICAR-ATARI, Zone - X, Hyderabad attended as a chief guest for the Kisan Mela. Before proceeding to Kisna mela programme, he has inaugurated the newly established Knowledge & Information Centre, Soil testing lab unit, Nursery shade net unit and Vermi compost unit. In continuation, inaugurated the stalls arranged by different companies, FPCs and RAWEP students at Kisan Mela. He has interacted with the RAWEP students and advised them to write details project report on the profitable integrated farming system models suitable to the district and suggested to work on innovative technologies suitable to the local farming situations. He has emphasized that KVK in collaboration with line departments should set the target of HDPS cotton area to one lakhs acre out of total 4.5 lakhs acres in both the Mancherial and Kumurambheem Asifabad districts. Select the farmers for the skill training on the brand creation of agriculture products and send proposal on the creation of the Cooperative seed bank. He addressed the farmers about the benefits in the cultivation of the HDPS cotton. Suggested the farmers to learn digital marketing, farming and suggested to follow advanced automation solutions in farming like Farm automation software, Automated irrigation etc., and start cultivation of new crops like Avacado, Gladiolus etc., He also advised the KVK Scientists to provide need based skill training programmes on new farming methods to the farmers. He instructed to select 100 farmers and consider them as soldiers of the KVK. Plan exposure visits to the solider farmers and make them self-reliant and knowledgeable to solve farm related issues. In the programme, one folder title "Integrated Pest Management practices in millet cultivation and one booklet on management practices in HDPS cotton was released. Further, he has highlighted the services of farmers in the building of nation and wellbeing of many individuals. And state that there lot more to learn from farmers. Many innovations technologies were made by the farmers and should be known to the outer world. In order to bring out all the farmers innovations farmers web series is need of the hour and he has announced about the initiation or starting of innovative farmers web series under cross learning concept. After that felicitated the 10 number of progressive farmers by the guests.

Dr. K. Madhu Babu Professor, attended as Guest of Honour, Dr. Sunil Mahajan, PS, ICAR-CICR, Nagpur, Dr. G. Veeranna, PS (Cotton), Dr. Sreedhar Siddi, Scientist & Head, Dr. A. Venkat Ram, Asst. Prof. (Horti.), Smt. G. Kalpana, DAO, Mancherial and ADA, MAO of Bellampalli Sri. G. Shyam Sundar Rao, NAARM Ex Board Member, Sri. S. Venkateshwar Rao, REAC member, KVK staff, Number of Farmers participated a total of 620 No. of farmers participated along with official and various company representatives.

## **Photographs:**



Dr. Shaik. N. Meera, Director, ICAR-ATARI, Zone-X, Hyderabad - Addressing the gatehring



Dr. Shaik. N. Meera, Director, ICAR-ATARI, Zone-X, Hyderabad - Releasing the Booklet on Good Management Practices in HDPS cotton and Folder on Intergrated Pest Management in Millets



Farmers Gathering at Kisan Mela



Dr. Shaik. N. Meera, Director, ICAR-ATARI, Zone-X, Hyderabad - Inaguration of Infomration center at KVK Mancherial (Bellampalli)



Dr. Shaik. N. Meera, Director, ICAR-ATARI, Zone-X, Hyderabad - Inaguration of soil lab at KVK Mancherial (Bellampalli)



Dr. Shaik. N. Meera, Director, ICAR-ATARI, Zone-X, Hyderabad - Inaguration of shade net at instructional farm of KVK Mancherial (Bellampalli).



Dr. Shaik. N. Meera, Director, ICAR-ATARI, Zone-X, Hyderabad - Inaguration of Vermicompost Production unit at instructional farm of KVK Mancherial (Bellampalli)



Dr. Shaik. N. Meera, Director, ICAR-ATARI, Zone-X, Hyderabad - Stalls inaguration and interaction with RAWEP students and company representatives



HDPS cotton Demo unit visit at KVK mancherial (Bellampalli)

Media coverage on Kisan Mela on 30<sup>th</sup> November, 2024



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## Press Clips





Sd/-Dr. Shivakrishna Kota Programme Coordinator KVK, Mancherial (Bellampalli).