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On the occasion, Dr. Shaik N Meera ,Director, ICAR–ATARI, Hyderabad, addressed the ATARI staff and Krishi Vigyan Kendra (KVK) colleagues, highlighting the significance of the Constitution and its guiding values of justice, equality, integrity, and service to society.

Republic Day is not merely a date on the calendar. It is a reminder of a solemn promise . A promise that institutions will serve people, that science will serve society, and that public service will be guided by integrity, equity, and purpose. As officers and professionals working in the agricultural extension system, this promise is deeply relevant to our daily work.

Our Constitution speaks of justice, equality, and dignity. In agriculture, these values translate into something very concrete: ensuring that the small and marginal farmer, the woman farmer, the tribal household, and the climate-vulnerable village are not left behind in the journey of growth. This is where our institutions ATARI and KVKs carry a constitutional responsibility.

Over the past year, I have seen inspiring work across our KVKs. Despite limited resources, you have delivered technologies, trainings, demonstrations, and advisories under increasingly complex conditions climate variability, market uncertainty, and rising farmer expectations. What stands out is not just the number of activities, but the commitment with which you have served.

At the same time, Republic Day is also a moment for honest reflection.

The future of agricultural extension cannot be business-as-usual. The farmer today is more informed, more aspirational, and more exposed to digital platforms than ever before. Our responsibility is to move from activity-based extension to outcome-based delivery from doing more, to delivering better.

This means:

1. Designing programmes with clear impact pathways
2. Using data and digital tools responsibly, not as ends in themselves
- 3.Strengthening field credibility and trust, which no technology can replace
4. Working as one system, across disciplines, KVKs, and states

ATARI's role is not only to coordinate, but to enable excellence to support KVKs in innovation, capacity building, convergence, and learning from each other. Every KVK need not do everything, but every KVK must do something distinctive, relevant, and measurable for its district.

As we move forward, I urge all of us to internalize three simple principles:

1. Purpose before procedure
2. Farmer outcomes before institutional comfort
3. Collaboration before silos

Let us remember that the strength of our Republic lies not only in laws and policies, but in the quiet, consistent work of institutions that serve people with sincerity. Every field visit, every farmer interaction, every advisory issued with care is an act of nation-building.

On this Republic Day, let us renew our commitment to science with humility, to farmers with empathy, and to public service with integrity.

I thank each one of you for your dedication and hard work, and I am confident that together, we will continue to strengthen the relevance, credibility, and impact of the KVK system.

Jai Jawan. Jai Kisan. Jai Vigyan.

Jai Hind.