

Compliance report on Review cum Stakeholders interaction meeting with Director ICAR-ATARI Hyderabad

Name of the Event: Review cum Interaction Meeting by Respected Director, ICAR-ATARI, Zone X, ICAR

Date: 07.07.2025

Venue: Krishi Vigyan Kendra, Amadalavalasa, Srikakulam District

Participants: Farmers, NGO representatives, FPO members, CSR representatives, Agripreneurs – *Total: 35*

A Review and Interaction Meeting was organized at Krishi Vigyan Kendra (KVK), Amadalavalasa on 7th July 2025 under the esteemed leadership of **Dr. Shaik N. Meera**, Director, ICAR-ATARI, Zone X.

Highlights of the Programme:

1. **Visit to KVK:** Dr. Shaik N. Meera reviewed the ongoing activities and infrastructure at KVK, Amadalavalasa.
2. **Inaugurations:**
 - Inaugurated the **Sale Counter** for agri-based products.
 - Inaugurated the **Vermicompost Unit**, promoting organic farming practices in the region.
3. **Stakeholder Interaction:**
 - Interacted with FPO Members, NGO representatives, progressive farmers, agripreneurs, and CSR partners.
 - Emphasized the importance of integrated efforts in enhancing rural livelihoods.
4. **Input Distribution:**
 - Distributed critical inputs to **TSP and SCSP farmers** under various tribal and scheduled caste sub-plans.

Key Issues Raised by Farmers:

- Need for certification of organic products and rice to ensure better market value.
- Varietal introduction and rejuvenation in crops like cashew and pineapple in tribal mandals.
- Promotion of FPOs focusing on paddy to strengthen collective marketing.
- Rejuvenation of old coconut orchards in the Uddanam region.
- Value addition opportunities in crops like turmeric, mogra, and moringa.
- Capacity building in repair and maintenance of farm machinery to reduce downtime and costs.

Dignitaries Present:

- **Dr. Shaik N. Meera**, Director, ICAR-ATARI, Zone X
- **Dr. B. Mukunda Rao**, Deputy Director of Extension, ANGRAU

Officials from KVK:

- **Dr. K. Bhagya Lakshmi**, Programme Coordinator, KVK, Amadalavalasa
- **Dr. G. S. Roy**, Subject Matter Specialist (Extension)

The programme witnessed active participation, collaborative discussions, and forward-looking suggestions, reinforcing KVK's role as a dynamic platform for agricultural development in the region.



Dr. Shaik. N Meera inaugurated the Sale counter and Vermicompost unit



Inputs distributed to TSP and SC-SP farmers



Interacted with successful tribal women entrepreneurs, Jute product making units, millet Value addition units