

# ICAR-Agricultural Technology Application Research Institute (ATARI)-X, Hyderabad

## *At a Glance*

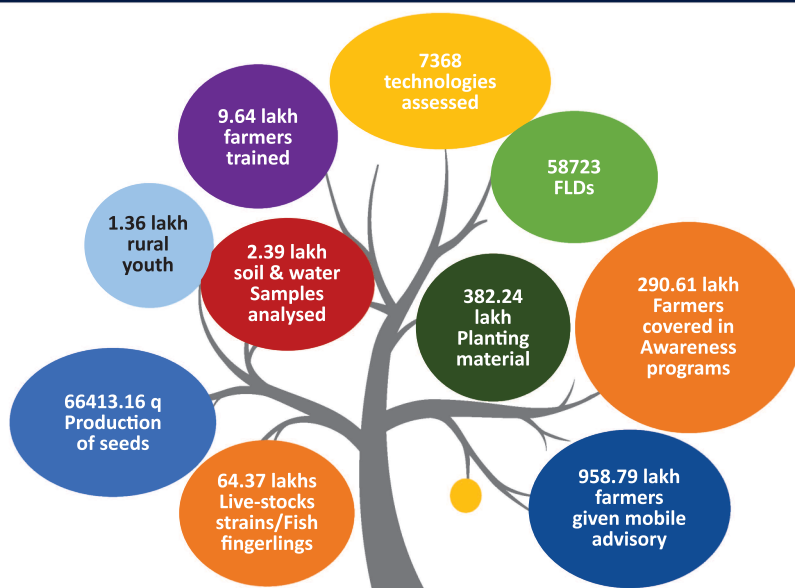


**ICAR-Agricultural Technology Application Research Institute (ATARI)**

Zone-X/కేంద్ర 10, క్రిడా పరిసర/CRIDA Campus, సంతోషనగర/Santoshnagar,

హైదరాబాద్/Hyderabad - 500059

## The tree of achievements during the last five years



*ATARI – Hyderabad ... fostering growth through technology application*

# ICAR-Agricultural Technology Application Research Institute (ATARI)-X, Hyderabad

## *At a Glance*



**भारतअनुप-कृषि तकनीकी अनुप्रयोग अनुसंधान संस्थान (अटारी)**

**ICAR-Agricultural Technology Application Research Institute (ATARI)**

Zone-X/क्षेत्र 10, क्रीडा परिसर/CRIDA Campus, संतोषनगर/Santoshnagar, हैदराबाद/Hyderabad - 500059

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***ICAR-ATARI PME Ref. No.:*** ATARI-X/Technical Bulletin/2025/01

***Published:*** July 2025

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### ***Printed at***

**Printography**, Ranigunj, Secunderabad - 500 003.





## *Message from the Director*

As I reflect on my journey as the Director of ICAR-ATARI, Hyderabad, I am deeply humbled and inspired by the extraordinary transformation we have collectively achieved across our zone. Serving the diverse and dynamic farming communities of Andhra Pradesh, Telangana, Tamil Nadu, and Puducherry, our mission has been clear: to reinvent agricultural extension, to empower our Krishi Vigyan Kendras (KVKs) as engines of innovation, and to position farmers at the heart of technology and knowledge ecosystems.

From the outset, our collective vision was to reimagine KVKs—not as static institutions of training, but as agri-innovation hubs, deeply embedded in the realities of rural India and agile enough to meet emerging challenges and opportunities. We aligned our strategies with the priorities of climate resilience, digital transformation, value chain integration, and rural entrepreneurship. With a focus on technology-led, inclusive growth, we set forth a roadmap that brings together precision agriculture, AI-powered advisory systems, blockchain traceability, and grassroots innovation.

One of the most fulfilling aspects of my tenure has been the visible impact of our work in the lives of farmers. I have seen widows in Madurai earn dignified livelihoods through Aseel poultry, tribal communities in Maredumilli transform rubber into income security, and indigenous women in Zaheerabad reclaim millets as a symbol of nutrition, culture, and enterprise. These are not just success stories; they are living proof of what purposeful, people-centric extension can achieve.

We also embraced the power of digital agriculture. From deploying QR-code based advisory systems at KVK demo units to launching big data platforms and AI tools, we modernized the way knowledge flows to farmers. Our District Agro-Met Units issued over 40,000 advisories, our Kisan Mobile Advisory reached lakhs of farmers, and our integration with tools like Kisan Sarathi made advisories timely, personalized, and actionable. Our women farmers found new platforms through initiatives like the Millet Sisters Network, and climate-smart interventions like zero-tillage maize and soil microbiome mapping helped us navigate the challenges of a changing climate with scientific rigor and local participation.

Institutionally, we are launching the idea of a Digital Agriculture Innovation Park, and forging partnerships with NABARD, ASCI, and private players to enhance scale, skill, and sustainability. As we look forward, the future belongs to the innovative, the inclusive, and the integrated. Our roadmap is rooted in bold aspirations:

- KVKs as digital-first agri-knowledge centers.
- Farmer Producer Organizations empowered by technology and market intelligence.
- Women and youth as architects of rural transformation.
- Soil and climate as central pillars of sustainability.
- And farmers not as beneficiaries—but as co-creators of India’s agricultural future.

I take this opportunity to thank the dedicated team at ATARI, our network of 72 KVKs, and all our partners across ICAR, State Agricultural Universities, NGOs, and industries. It has been a privilege to lead this incredible journey of impact, innovation, and inclusion.

I sincerely hope that this bulletin, “ICAR-ATARI-X At a Glance,” provides readers with valuable insights into our transformative initiatives, impactful outcomes, and future-ready vision. Your feedback and suggestions are greatly appreciated as we continue to refine our strategies and scale our impact. Let us work together with renewed resolve and shared purpose toward building a prosperous, resilient, and globally competitive Indian agriculture.

With continued commitment and optimism,



**Dr. Shaik N. Meera**

*Director, ICAR-ATARI, Hyderabad (Zone X)*



## Evolution of ICAR-ATARI, Hyderabad: From Zonal Coordination to a Regional Extension Leadership Hub

The **Zonal Coordination Unit (ZCU) for Transfer of Technology, Zone-V** was established in **September 1979** at **Andhra Pradesh Agricultural University (APAU), Hyderabad** under the **Cess Fund Scheme**. This marked a significant milestone in India's agricultural extension framework, as the unit was tasked with monitoring and supporting the **Lab to Land Programme (LLP)** across the states of **Andhra Pradesh and Maharashtra**. The LLP was one of ICAR's pioneering initiatives aimed at bridging the gap between agricultural research and farming practice by introducing proven technologies directly to farmers' fields.

Recognizing the importance of coordinated and scientifically-driven extension mechanisms, the unit was subsequently brought under the **Plan Scheme of ICAR in 1986**, thereby ensuring sustained support, expansion, and mainstreaming of its functions within ICAR's national agenda.

By **1987**, the scope of the Zonal Coordination Unit significantly expanded. All major **ICAR-supported Transfer of Technology (ToT) projects** being implemented in the region were brought under its administrative purview. These included:

- **Krishi Vigyan Kendras (KVKs)**
- **Trainers Training Centre (TTC)**
- **National Demonstration Scheme (NDS)**
- **Operational Research Projects (ORP)**
- **All India Coordinated Research Project on SC/ST (AICRP SC/ST)**
- **Special Project on Oilseeds**

In the **early 1990s**, the unit was further entrusted with the responsibility of monitoring **Frontline Demonstrations (FLDs)** on oilseeds (under the **Oilseeds Production Programme**) and pulses (under the **National Pulse Project**), as well as farm implements and cotton. This pivotal role positioned the unit as a central agency for piloting, validating, and demonstrating emerging agricultural technologies to enhance productivity and ensure regional relevance.

A major innovation was the implementation of the **Institute Village Linkage Programme (IVLP)** in 1995 under the umbrella of the **Technology Assessment and Refinement (TAR)** initiative. The program aimed to strengthen the feedback



loop between research institutions and the farming community by establishing direct institutional linkages with rural areas. This further enhanced the capacity of the unit to fine-tune and localize agricultural technologies.

In **1998**, selected **Zonal Research Stations under State Agricultural Universities (SAUs)** were restructured and mandated to take on additional responsibilities equivalent to KVKs. These **re-mandated KVKs** were also brought under the operational and monitoring framework of the ZCU, enhancing institutional synergy and outreach.

The **Tenth and Eleventh Five-Year Plans (2002–2012)** were transformative for Zone-V. A concerted effort was made to scale up outreach infrastructure in response to growing demands for decentralized, location-specific extension services. Notably, the **Eleventh Plan period** witnessed the establishment of **97 new KVKs**, including **24 additional KVKs** in large districts—12 each in Andhra Pradesh and Maharashtra. This massive expansion necessitated a structural upgrade of the zonal framework.

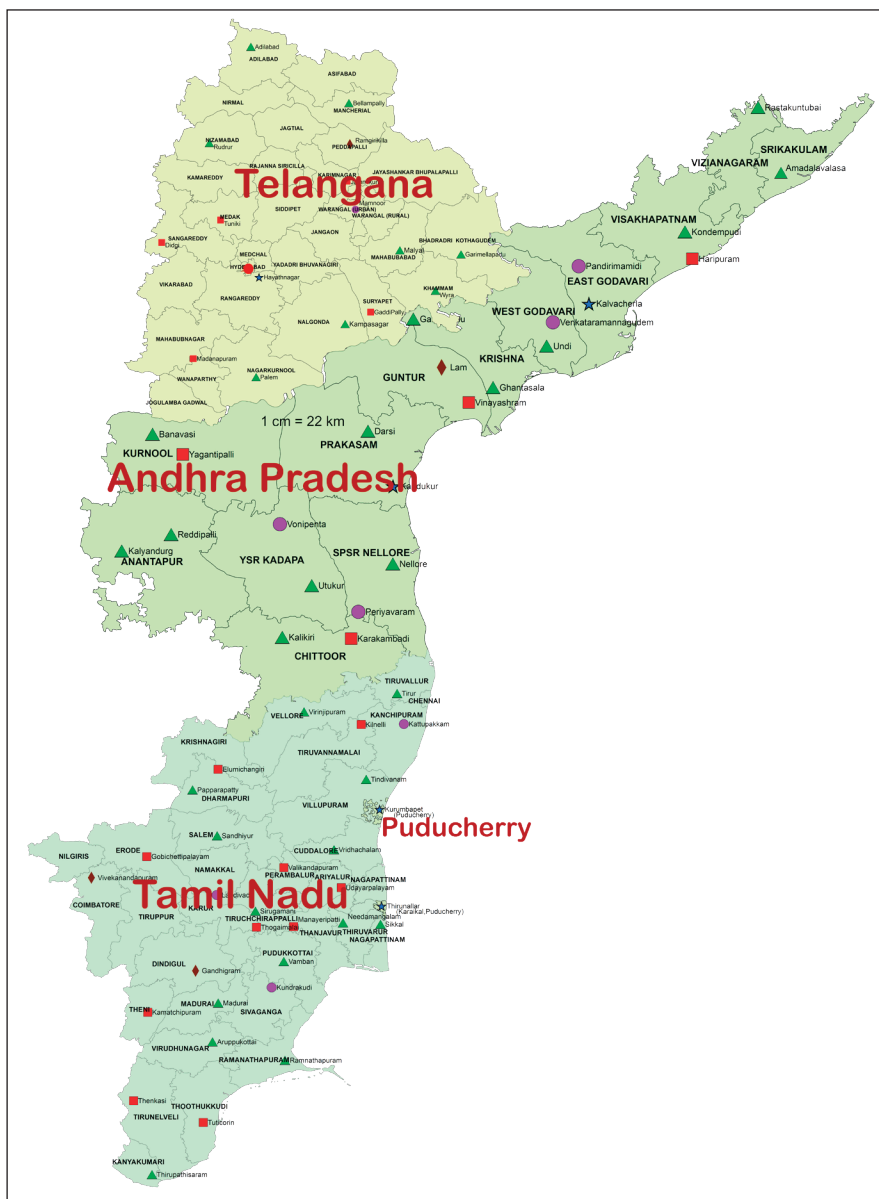
In **2009**, ICAR elevated the Zonal Coordination Units to the level of **Zonal Project Directorates (ZPDs)**, acknowledging their strategic importance in India's agricultural extension ecosystem. Accordingly, **ZPD, Zone-V** was constituted at Hyderabad. In a further enhancement of institutional status and scope, the ZPDs were restructured in **2015** into **Agricultural Technology Application Research Institutes (ATARIs)**, and the position of **Zonal Project Director** was upgraded to **Director**.

Recognizing the need for better alignment with agro-climatic diversity and administrative boundaries, ICAR in 2016 reorganized the eight ATARIs into **eleven regional institutes**. As part of this restructuring, **ATARI Hyderabad was redesignated as Zone-X**, now vested with the responsibility of coordinating **75 KVKs** across **Andhra Pradesh, Telangana, Tamil Nadu**, and the **Union Territory of Puducherry**.

To facilitate efficient operations and enhance inter-institutional collaboration, the **institute's infrastructure was established within the premises of the ICAR-Central Research Institute for Dryland Agriculture (CRIDA), Santoshnagar, Hyderabad**. This co-location has allowed ATARI Hyderabad to operate as a regional knowledge and innovation hub, promoting integrated agricultural development in one of India's most diverse and agriculturally dynamic zones.



Through its journey from a coordination unit to a regional institute, ICAR-ATARI, Hyderabad has continuously evolved to meet the emerging challenges and opportunities in agricultural extension. It remains committed to strengthening the KVK system, fostering innovation at the grassroots, and driving inclusive and sustainable development in Indian agriculture.



Location map of KVKs in the Zone



## Mandates and Core Functions of ICAR-ATARI, Hyderabad

The ICAR-Agricultural Technology Application Research Institute (ATARI), Zone-X, Hyderabad operates under the administrative control of the Division of Agricultural Extension, Indian Council of Agricultural Research (ICAR), New Delhi. The Division is headed by the Deputy Director General (Agricultural Extension).

ATARI Hyderabad serves as the nodal agency for coordination, monitoring, and support of agricultural extension services and technology application through the Krishi Vigyan Kendras (KVKs) located across Andhra Pradesh, Telangana, Tamil Nadu, and the Union Territory of Puducherry.

### Mandates of ICAR-ATARI, Hyderabad

- a. **Coordination and Monitoring** of technology application and Frontline Extension Education Programs in the assigned zone.
- b. **Strengthening Agricultural Extension Research and Knowledge Management** for evidence-based and adaptive extension services.

### Institutional Structure

The institute is headed by a **Director**, who leads a multidisciplinary team comprising:

- **Scientists:** 1 Principal Scientist, 3 Senior Scientists, and 2 Scientists
- **Technical Staff:** 2
- **Administrative Staff:** 8
- **Supporting Staff:** 1

As of now, 5 scientific, 4 administrative, and 1 supporting staff position are filled. The lean yet dedicated team ensures strategic leadership, technical oversight, and efficient execution of ICAR mandates in the zone.

### Major Activities of ICAR-ATARI, Hyderabad

As part of its core mandate, ATARI Hyderabad undertakes a wide array of functions that contribute to enhancing the efficiency, effectiveness, and impact of agricultural extension services in the region.

#### 1. Technology Assessment and Refinement

ATARI supports KVKs in conducting **On-Farm Trials (OFTs)** to assess the location-specific suitability and adaptability of agricultural technologies developed by





national research institutions. These trials take into account diverse agro-climatic zones, cropping systems, and socio-economic contexts, ensuring that the recommended technologies are scientifically validated and locally relevant.

## 2. Frontline Demonstrations (FLDs)

Monitoring and reporting of **Frontline Demonstrations** is a key function of ATARI. FLDs serve as live examples of proven technologies in farmers' fields and act as a bridge between research stations and rural communities. They help validate performance, build farmer confidence, and catalyze faster adoption.

## 3. Technology Dissemination and Training

Through its network of KVKs, ATARI plays a pivotal role in **knowledge dissemination** by organizing farmer training programs, demonstrations, field days, exposure visits, and workshops. These capacity-building initiatives aim to equip farmers, rural youth, and extension personnel with the latest advancements in crop production, natural resource management, livestock management, and allied agricultural sectors.

## 4. Monitoring and Evaluation

ATARI is responsible for **continuous monitoring, evaluation, and impact assessment** of technologies and interventions being promoted through KVKs. Regular field visits, performance appraisals, and feedback mechanisms are used to refine strategies, ensure accountability, and enhance the effectiveness of extension delivery.

## 5. Knowledge Management

The institute acts as a **knowledge hub** for managing and disseminating agricultural innovations, best practices, and extension tools. Emphasis is placed on digital content creation, data analytics, knowledge repositories, and interactive platforms that facilitate two-way learning between researchers and farmers.

## 6. Strengthening Agricultural Extension Research

ATARI contributes to the **evolution of new paradigms in extension research**. This includes developing innovative extension models, conducting impact studies, supporting action research, and generating empirical evidence to inform policies and program strategies. The focus is on promoting context-specific, scalable, and sustainable solutions.





## 7. Coordination of Annual Planning and Review

The institute facilitates **state-wise and zonal planning meetings** for all KVKs to finalize action plans for the forthcoming year and to review the achievements of the previous year. It also coordinates review and planning for **centrally sponsored projects**, such as:

- **Attracting and Retaining Youth in Agriculture (ARYA)**
- **Farmers FIRST Programme (FFP)**
- **National Innovations on Climate Resilient Agriculture (NICRA/NEMA)**
- **Cluster Frontline Demonstrations (CFLDs) on Pulses and Oilseeds**
- **Development Action Plan for Scheduled Castes (DAPSC)**
- **Development Action Plan for Scheduled Tribes (DAPST)**
- **National Mission on Natural Farming (NMNF)**
- **New Extension Methodologies and Approaches (NEMA)**
- **Skill Training Programs (ASCI and ICAR-Sponsored)**

## 8. Reporting and Documentation

ATARI is responsible for **compiling, synthesizing, and submitting regular reports** on KVK activities and central sector schemes to ICAR. These reports form the basis for evidence-driven decision-making, funding allocation, and policy inputs.

## 9. Advisory Role in KVK Staffing

To ensure transparency and adherence to ICAR norms, the **Director, ATARI, or a nominated scientist** participates in the **recruitment committees of NGO-hosted KVKs**, ensuring that staffing aligns with ICAR guidelines and institutional needs.

## 10. Administrative, Financial, and Technical Monitoring

The institute undertakes **periodic monitoring of KVKs** with a view to ensuring that approved action plans are effectively implemented, resources are optimally utilized, and compliance with administrative, technical, and financial norms is maintained.

Through strategic coordination, rigorous monitoring, adaptive research, and participatory learning platforms, ICAR-ATARI, Hyderabad plays a central role in transforming the landscape of agricultural extension across southern India. The



institute not only acts as a facilitator of research-to-field linkages but also fosters innovation, inclusion, and resilience in rural development.

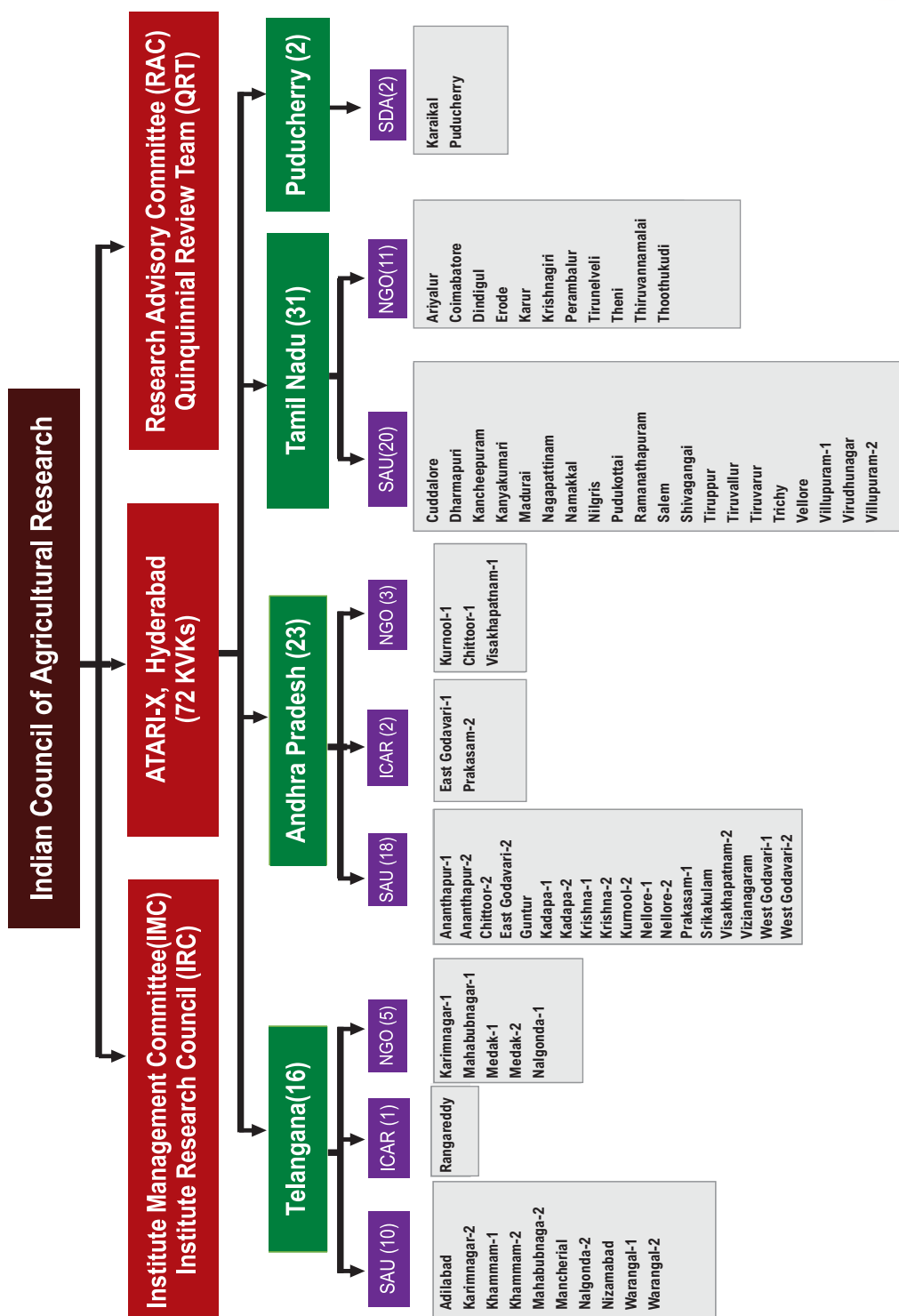


*Activities of ATARI-X, Hyderabad*

### Host organization wise details of sanctioned KVKs of Zone X

| State          | No. of KVKs |     |      |    |     | Total   |
|----------------|-------------|-----|------|----|-----|---------|
|                | SAU         | NGO | ICAR | DU | SDA |         |
| Andhra Pradesh | 18          | 4   | 2    | -- | --  | 24 (23) |
| Telangana      | 10          | 5   | 1    | -  | -   | 16 (16) |
| Tamil Nadu     | 20          | 11  | -    | 1  | -   | 32 (31) |
| Puducherry     | -           | -   | -    | -  | 3   | 03 (2)  |
| Total          | 48          | 20  | 3    | 1  | 3   | 75 (72) |

Note: The figure in parentheses refers to functional KVKs



*Organizational set up of ICAR-ATARI-X, Hyderabad*



## 1. Major achievements - physical and financial

### A. Physical achievements

#### KVK Scheme

The KVK Scheme constitutes the core of ICAR's frontline extension system. Each KVK is provided with financial support for staff salaries, infrastructure, training, OFTs (On-Farm Trials), FLDs (Frontline Demonstrations), and extension activities. With 16 sanctioned staff per KVK, this scheme ensures capacity and capability for technology assessment, refinement, and dissemination.

#### Technology Assessment and Frontline Demonstrations

ATARI has consistently played a pivotal role in assessing, refining, and disseminating agricultural technologies to enhance farm productivity. Over the past five years, the institute, through its KVKs, assessed 7,368 technologies via 23,992 On-Farm Trials (OFTs). These trials facilitated the identification of region-specific, high-yielding crop varieties, efficient pest and disease management strategies, and improved soil fertility management techniques.

Frontline Demonstrations (FLDs) have served as a key extension tool, covering 58,723 demonstrations to showcase the practical benefits of cutting-edge technologies. These demonstrations, conducted in real farm conditions, have significantly influenced the adoption of improved varieties, precision farming techniques, and climate-resilient agricultural practices.

#### Capacity Building and Farmer Empowerment

Recognizing the importance of knowledge transfer, ATARI has emphasized large-scale training programs tailored for farmers, rural youth, and extension personnel. A total of 9.64 lakh farmers, 1.36 lakh rural youth, and 1.76 lakh extension functionaries have benefitted from training initiatives over five years. These programs have encompassed a wide array of themes, including natural farming, integrated pest and nutrient management, secondary agriculture, and digital farming solutions.

#### Seed and Planting Material Production

To ensure access to quality seeds and planting materials, ATARI and its KVKs have prioritized the multiplication and distribution of high-yielding and disease-resistant varieties. Over the last five years, 66,413.16 quintals of seeds and 382.24 lakh units of planting material were produced and disseminated. This





initiative has played a critical role in varietal replacement, enhancing crop resilience and productivity while reducing dependence on external seed sources.

### Strengthening Livestock-Based Enterprises

Sustainability in small farms extends beyond crop production, and ATARI has actively promoted livestock-based enterprises. Through targeted interventions, KVKs distributed 64.37 lakh improved livestock strains and fish fingerlings. These efforts have bolstered income generation among smallholder farmers by integrating livestock management with existing farming systems.

### Digital Extension and Agro-Advisories

The role of digital technology in agriculture has grown exponentially, and ATARI has harnessed ICT tools to enhance farmer outreach. The Kisan Mobile Advisory (KMA) program has successfully reached 958.79 lakh farmers, providing real-time information on weather forecasts, market trends, pest outbreaks, and scientific farm practices. Additionally, ATARI's support for District Agro-Met Units (DAMUs) has led to the issuance of localized weather advisories, benefiting over 67,000 farmers through 1,423 awareness programs.



*Activities of ATARI-X, Hyderabad*



## Farmer FIRST Programme (FFP)

Implemented by four ICAR institutes (IIMR, IOPR, IIOR, CRIDA) and TANUVAS University, the Farmer FIRST Programme aims to enhance farmer-scientist interface and enable technology adoption through partnership, institution building, and on-farm experimentation. From 2020-21 to 2024-25, 431 interventions were implemented, covering 15210.7 hectares and benefiting 26526 households.



*Awareness programme on weather based irrigation scheduling in oil palm by ICAR-IOPR*



*Distribution of Superior goat germplasm Tellicherry by ICAR - TANUVAS as part of FFP project*

## National Initiative on Climate Resilient Agriculture (NICRA)

The Technology Demonstration Component (TDC) of NICRA has been implemented since 2011 through eight KVKs in climatically vulnerable districts. It promotes resilience to climate variability through farming system-based interventions in soil, water, crop, and livestock domains. NICRA villages are chosen based on agro-climatic vulnerability and typologies, with technologies tailored to specific production constraints.



*Visit to custom hiring centre by the zonal monitoring committee at Ramanathapuram, Tamil Nadu*



*Backyard poultry interventions in the adopted households*





### Attracting and Retaining Youth in Agriculture (ARYA)

ARYA, launched in 2015, is operational in 17 KVKs across Zone X. Through skill development programs in apiary, mushroom production, poultry, value addition, and vermicomposting, the project has trained 10,277 youth and supported the establishment of 2190 enterprises, benefiting 4,577 rural youth and promoting entrepreneurship.



*ARYA incubation centre "Queen Honey"  
at KVK, Kanyakumari, Tamil Nadu*



*ARYA Poultry enterprise at KVK  
Sivaganga, Tamil Nadu*

### Cluster Frontline Demonstrations on Pulses

Under NFSM, KVKs conducted 28645 demonstrations on pulses across 12532 ha during Kharif, Rabi, and Summer seasons. These demonstrations focused on high-yielding, recently released pulse varieties with a strong emphasis on varietal replacement, input optimization, and integrated pest/disease management.



*Demonstration of Blackgram var. VBN 8 at KVK  
Tiruvannamalai (TN)*



*Demonstration of Redgram LRG 105 at KVK  
Chittoor, RASS (AP) under CFLD Pulses*



## Cluster Frontline Demonstrations on Oilseeds

Under the same mission, 27955 demonstrations on oilseed crops such as groundnut, sesame, castor, sunflower, safflower, and niger were conducted across 11502 hectares. The demonstrations recorded yield increases of 11.04% to 27% for groundnut and 9.5% to 13.82% for castor, showcasing significant productivity gains.



*Recorded groundnut pods per plant at Vallipuram village, Namakkal district, Tamil Nadu.*



*Visit to Groundnut field (var. Vishishta) at Guntipally village, Nidmanoor mandal, Kampasagar, Telangana.*

## Seed Hubs

Twelve KVKs in the zone function as seed hubs, producing 22126.98 quintals of quality seed in greengram, blackgram, redgram, and Bengal gram. This initiative supports an enhanced Seed Replacement Rate (SRR), varietal dissemination, and meeting seed demand of local agro-climatic zones.



*Seed Hub Godown at ICAR-KVK Salem, TN*



*Visit of Director, ATARI-Zone-X-Hyderabad to Seed Hub Godown at KVK, Yagantipalle, AP*





### Gramin Krishi Mausam Sewa (GKMS) – DAMUs

Twenty-eight District Agro-Meteorological Units (DAMUs) operate under GKMS in Zone X. Each DAMU has a Subject Matter Specialist (Agromet) and an Observer to issue block-level advisories in collaboration with IMD. A total of 1,423 awareness events have benefited over 67,194 farmers.



*Farmers awareness program on GKMS by  
DAMU Krishi Vigyan Kendra, Palem, AP*



*Field visit to cyclone affected fields by  
PC, KVK, Garikapadu, AP*

### Development Action Plan for Scheduled Tribes (DAPST)

DAPST is implemented in 20 KVKs to ensure direct benefit to tribal populations via OFTs, FLDs, skill trainings, and resource input support. The focus is on improving income, productivity, and self-reliance in tribal villages with over 50% ST population.



*Distribution of Poultry birds as additional income generation activity by KVK, Srikakulam, AP*



### Development Action Plan for Scheduled Castes (DAPSC)

All KVKs implement DAPSC to enhance SC community livelihoods. Activities include skill training, demonstration of profitable farming models, promotion of natural farming, and provisioning of assets to enable income generation and social empowerment.



*Assessment of organic methods for the management of SFB in brinjal under SCSP by BCT-KVK, Visakhapatnam, AP*

### Formation and Promotion of 10,000 Farmer Producer Organizations (FPOs)

Six CBBOs including four KVKs and two ICAR institutes facilitated FPO formation. Twelve FPOs have been formed with average shareholder equity of ₹10.48 lakh. Most have marketing licenses and linkages with eNAM, FMC, NABARD, IFFCO, etc., enhancing their commercial viability.



*Promoting Crop Diversification in Tekmal Mandal organized by IIMR & Tekmal FPO*



*Custom hiring of Multi crop thresher by the members of Sevalal MACS FPO, Pattikonda*





## Agricultural Drone Project

Under SMAM (Sub-Mission on Agricultural Mechanization), ATARI Hyderabad coordinated the deployment of 32 drones across select centres for precision agriculture demonstrations. Each drone was supported with ₹17.5 lakh (₹10 lakh for drone + ₹7.5 lakh for demonstrations). Applications include pesticide spraying, sowing, and remote sensing.



*Demonstration of Drone Spraying in paddy*

## Special Project on Cotton Productivity Enhancement

Implemented with ICAR-CICR and MoT, this project covers 21 KVKs. Technologies such as HDPS and ELS cotton were demonstrated on 2,657 ha. It follows a cluster-based, value chain approach in PPP mode, involving stakeholders from seed to textile sectors.



*Monitoring Sowing of HDPS Cotton Using a Pneumatic Planter*



*Crop Cutting Data Collection under Special Project on Cotton: Targeting Technologies to Enhance Productivity*





## National Mission on Natural Farming (NMNF)

Since 2022–23, 44 KVKs are implementing this initiative by conducting training and eight field demonstrations per KVK annually. Emphasis is laid on bio-inputs, natural soil enhancers, and ecosystem-based practices. Women SHGs are also involved in input production.



*Dr. Shaik N Meera, Director, ICAR-ATARI, Hyderabad addressing during Inaugural session of the workshop*



*Preparation of Ghana jeevamrutham by KVK, East Godavari (Kalavacharla), AP*

## Mera Gaon Mera Gaurav (MGMG)

This ICAR flagship initiative promotes direct scientist-farmer interaction. Ten ICAR institutes formed 77 multidisciplinary teams that adopted 256 villages across Andhra Pradesh, Telangana, and Tamil Nadu. Scientists provide real-time advisories, conduct problem diagnosis, and facilitate linkages.



*Field Visit to MGMG Villages by CTRI Scientists*



### Swachhata Action Plan (SAP)

ATARI Hyderabad mobilizes its 72 KVKs to observe monthly Swachhata activities including cleanliness drives, waste management, plantation, plastic eradication, and community awareness. This aligns with the nationwide Swachh Bharat mission.



*Swachhata pledge by the staff of  
KVK Palem, AP*



*Cleaning of village canal as part of  
Swachhata Action Plan*

### Kisan Sarathi Platform

Launched by ICAR in collaboration with MeitY and DIC, Kisan Sarathi offers real-time advisories in regional languages. Zone X has 17.32 lakh farmers and 403 experts registered. It facilitates timely access to knowledge and advisory services digitally.

### CSISA & Soil Intelligence System (SIS)

Under CIMMYT-led CSISA project, 9 KVKs in Andhra Pradesh assessed rice crop response to Zn fertilization. The results indicated a 6.37% yield enhancement. Collaborating partners included ICAR, IRRI, IFPRI, and SAUs.

### New Extension Methodologies and Approaches (NEMA)

In 2024–25, ATARI Hyderabad launched a national network project titled “Assessing the Digital Competencies of KVKs: Current Status and Future Strategies.” The project aims to assess digital infrastructure, tool usage, literacy, and service delivery across all ATARI zones through a nationwide baseline survey. KVKs will be ranked based on their level of digital adoption, and 75 high-performing and 25 low-performing KVKs will be selected for detailed analysis. Separate questionnaires will be used to evaluate digital strategies in high-performing KVKs using a Digital Strategy Efficacy Index (DSEI), and to identify challenges and support needs in low-performing KVKs. Focus group discussions with KVK staff, farmers, and agri-tech stakeholders will provide further insights into field-level experiences, challenges, and innovations.





## Awareness and Demonstrations for Popularization of Fermented Organic Manure (FOM)/Liquid Fermented Organic Manure (LFOM) through KVKs

The centrally sponsored project “Awareness and Demonstrations for Popularization of FOM/LFOM through KVKs” is being implemented by 25 KVKs under ICAR-ATARI, Hyderabad (9 in Andhra Pradesh, 4 in Telangana, and 12 in Tamil Nadu). It promotes sustainable agriculture by demonstrating the benefits of Fermented Organic Manure (FOM) and Liquid FOM (LFOM) from compressed biogas (CBG) plants. Activities include farmer awareness, field demonstrations on soil health, crop productivity, and profitability, along with assessment of adoption for integration into nutrient management systems.



*Awareness Program on FOM and LFOM conducted at KVK, Nagapattinam, Tamil Nadu*



*Demonstration on soil application procedures conducted at KVK, Kancheepuram, Tamil Nadu*

## Oilseeds Model Village

To boost self-sufficiency in edible oilseeds, the Government of India has approved ICAR's 'Oilseeds Model Village' project under NFSM-Oilseeds (2024–25 to 2026–27). In Zone-X, ICAR-ATARI, Hyderabad is implementing the project through 18 KVKs across Telangana, Andhra Pradesh, and Tamil Nadu. Each KVK covers 200 hectares with a target of 500 demonstrations.



*Kharif Groundnut var. TCGS-1694 demonstration under the Oilseeds Model Village Programme at Kurnool-II District, AP*



*Kharif Groundnut var. TCGS-1694 and K-6 demonstration under the Oilseeds Model Village Programme at Ananthapuram-I District, AP*

## SBI-CSR Project “Promotion of Direct Seeded Rice (DSR) for Sustainable Rice Production in Telangana State

The Direct Seeding of Rice (DSR) project was implemented during Rabi 2024–25 in four KVKs of Telangana—Nalgonda (Gaddipally, Kampasagar) and Khammam (Wyra, Kothagudem)—in collaboration with IIRR, SBI Foundation, local farm organizations, and ICAR-ATARI, Hyderabad. Aimed at promoting sustainable rice farming, DSR outperformed traditional methods with higher yields (25.53 vs 23.69 q/ac), lower costs (₹24,759 vs ₹31,321/ac), and better net returns` (₹34,593 vs ₹23,795/ac). Tools like drum seeders, cono weeders, AWD pipes, and smart water meters supported adoption. DSR saved water, cut methane emissions, reduced labour by 12–35%, and boosted income by ₹6,000–9,000/ac.



*Training program on best management practices in DSR at KVK Nalgonda 2, Telangana*



*Distribution of Drum Seeders for demonstrations at KVK Nalgonda 1, Telangana*

## Ensuring pulses sufficiency in India by capitalizing the Model Pulse Village approach

The Model Pulses Village programme was implemented by 15 KVKs in Tamil Nadu, Andhra Pradesh, and Telangana during the 2024–25 Kharif and Rabi seasons. A total of 4,375 demonstrations were conducted on blackgram and redgram across 1,567 hectares. Each village cluster covered 150 hectares involving 375 farmers. In Tamil Nadu, 2,250 demonstrations were conducted in Rabi—2,200 on blackgram and 50 on redgram. In Andhra Pradesh, 750 demonstrations on blackgram (267 ha) and 1,125 on redgram (450 ha) were conducted during Kharif and Rabi, respectively. In Telangana, 250 demonstrations on redgram were conducted over 100 hectares during Kharif.





*Model Pulse Village program on demonstration of Black gram var. VBN 8 conducted at KVK Cuddalore, TN*



*Model Pulse Village program on Rabi Black gram var. VBN 8 conducted at KVK Kurnool (Banavasi), AP*

## B. Financial Achievements (in lakhs)

| Year    | Budget   | Expenditure | % Achievement |
|---------|----------|-------------|---------------|
| 2020-21 | 11599.88 | 11599.88    | 100           |
| 2021-22 | 14057.26 | 14057.26    | 100           |
| 2022-23 | 12886.31 | 12886.305   | 100           |
| 2023-24 | 15355.26 | 15355.26    | 100           |
| 2024-25 | 14096.62 | 14096.62    | 100           |





## 2. Outcome from the Projects

### 1. Enhancing Pulse Productivity through Cluster Frontline Demonstrations (CFLDs):

Between 2015–16 and 2024–25, the Krishi Vigyan Kendras (KVKs) of Zone-X implemented a total of 29,107 Cluster Frontline Demonstrations (CFLDs) on pulse crops under the National Food Security Mission (NFSM). These demonstrations were strategically focused on key pulse crops such as chickpea, pigeon pea, black gram, and green gram, covering a cumulative area of 12,595 hectares. Conducted across Kharif, Rabi, and Summer seasons, the demonstrations showcased the impact of improved crop varieties, best management practices, and timely interventions. The results revealed a substantial yield increase of:

- 24.46% during Kharif,
- 24.97% during Rabi, and
- 23.06% during Summer when compared to traditional farmers' practices. These gains are critical in bolstering pulse production and enhancing nutritional security in the region.

### 2. Technology Promotion in Oilseed Crops through CFLDs: Under the CFLD

initiative for oilseeds, a total of 22,861 demonstrations were conducted by KVKs in groundnut, sesame, castor, sunflower, safflower, and Niger, covering 9,144.8 hectares. Among these, groundnut emerged as the most responsive crop, recording a yield gain between 11.04% and 27% over farmers' traditional practices. Castor also demonstrated a significant yield advantage ranging from 9.5% to 13.82%. These demonstrations have helped bridge the yield gaps and improved the adoption of newer varieties and agronomic practices.

**3. Empowering Rural Youth through ARYA:** The Attracting and Retaining Youth in Agriculture (ARYA) project, implemented by 10 KVKs across Andhra Pradesh, Telangana, Tamil Nadu, and Puducherry, has significantly contributed to the goal of rural transformation. Over the past five years, the project has:

- Trained 10,170 rural youth through 451 skill-oriented training programs across diversified agricultural and allied domains such as apiculture, bio-inputs, fisheries, Integrated Farming Systems (IFS), mushroom cultivation, nursery management, poultry, small ruminant rearing, value addition, and vermicomposting.
- Enabled the establishment of 2,209 micro-enterprise units,



directly benefiting 4,577 youth, ensuring income generation and livelihood security through agri-entrepreneurship. This initiative is playing a vital role in reversing rural migration trends and attracting educated youth to modern agriculture.

**4. Participatory Research under Farmer FIRST Programme (FFP):** Implemented by four premier ICAR institutes (IIMR, IOPR, IIOR, CRIDA) and TANUVAS under ICAR-ATARI Hyderabad, the Farmer FIRST Programme (FFP) emphasized participatory technology development and field-level validation. From 2019 to 2023, the program:

- Carried out 276 context-specific interventions in 21 clusters,
- Covered an area of 12,108 hectares,
- Benefited 21,157 farming households across different agro-ecologies. The interventions focused on agriculture, horticulture, livestock, and natural resource management, with an emphasis on enhancing the farmer-scientist interface and feedback loops for continuous improvement of technologies.

**5. Strengthening Seed Systems through Seed Hubs:** To address seed replacement challenges and improve varietal adoption, 12 KVKs (6 in Tamil Nadu, 4 in Andhra Pradesh, and 2 in Telangana) were designated as Pulse Seed Hubs. Collectively, these hubs produced 23,643.19 quintals of quality seeds of greengram, blackgram, redgram, and Bengal gram. The seeds were disseminated through formal and informal networks to:

- Facilitate faster varietal replacement,
- Improve farm productivity by 15–20%,
- Meet the seed demand of line departments and seed corporations. This initiative significantly contributed to increasing the Seed Replacement Rate (SRR) and enhancing the income of pulse growers.

**6. Agro-Meteorological Advisory Services through GKMS and DAMUs:** Under the Gramin Krishi Mausam Seva (GKMS) initiative, 28 District Agro-Met Units (DAMUs) were established across the zone in collaboration with the India Meteorological Department (IMD):

- Andhra Pradesh: 9 DAMUs





- Telangana: 8 DAMUs
- Tamil Nadu: 10 DAMUs
- Puducherry: DAMU Each DAMU is equipped with a dedicated team comprising an agro-meteorologist and a data observer. These units are responsible for issuing block-level weather-based agro-advisories to farmers, thereby improving decision-making on sowing, irrigation, fertilizer application, and harvest operations.
- Key achievements include:
  - Conduct of 1,423 awareness programs and stakeholder meetings,
  - Direct benefit to 67,194 farmers in understanding and utilizing weather advisories. This initiative has enhanced climate resilience, reduced input wastage, and minimized losses due to extreme weather events.

### Impact of KVK Interventions

The efforts of KVKs under ATARI have led to significant on-ground impacts. Few indicative success stories are mentioned here due to want to space:

- **Zero-Tillage Maize Cultivation:** In Karimnagar, 17,516 hectares were brought under zero-tillage maize, reducing irrigation requirements and increasing farm incomes by ₹14.92 crores.
- **High-Yielding Bengal Gram Adoption:** KVK Kadapa facilitated a shift to improved Bengal gram varieties, expanding cultivation to 70,000 hectares and enabling complete mechanization.
- **Participatory Seed Production in Kurnool:** Over 1.08 lakh hectares were covered under participatory seed production, boosting productivity and farm income by up to ₹29,835 per hectare.
- **Organic and Natural Farming Promotion:** KVKs in Andhra Pradesh trained 46,900 farmers in natural farming techniques, leading to substantial cost reductions and income gains ranging from ₹25,000 to ₹1,12,000 annually.
- **Turmeric Value Addition in Erode:** Strategic interventions in turmeric production, mechanization, and processing resulted in district-wide economic gains of ₹53 crores.



### 3. Redefined Roadmap of ICAR-ATARI, Hyderabad: Vision 2030

As a premier regional institute under the Indian Council of Agricultural Research (ICAR), ICAR-ATARI, Hyderabad (Zone X) envisions a transformative decade ahead—anchored in technology-led growth, climate resilience, and farmer-centric innovation. Building on its robust foundation, the roadmap aims to upscale productivity, sustainability, and income security for millions of farmers across Andhra Pradesh, Telangana, Tamil Nadu, and Puducherry.

#### 1. Transitioning Towards Climate-Smart Agriculture

- Scale-up climate-resilient technologies demonstrated under NICRA and TDC-NICRA in vulnerable districts.
- Mainstream contingency crop planning, drought-proofing models, and resource-conserving technologies.
- Promote weather-informed decision-making by strengthening Agro-Met Units (DAMUs) and enhancing farmer accessibility through multilingual digital advisories.
- Facilitate convergence of natural resource management (NRM) with crop-livestock-fisheries systems to enhance ecological sustainability.

#### 2. Advancing Digital Agriculture and Data-Driven Decisions

- Establish KVKs as digital hubs for precision agriculture through ICT integration, IoT devices, remote sensing, and drone-based demonstrations.
- Institutionalize the use of platforms like Kisan Sarathi, mKisan, and mobile apps to deliver customized, real-time, geo-tagged agro advisories.
- Build farmer-level digital literacy by leveraging video advisories, mobile-based apps, and community information centers.
- Introduce AI- and ML-powered analytics for trend analysis, crop forecasting, and market intelligence.

#### 3. Deepening Secondary Agriculture and Value Chain Integration

- Develop KVK-led incubation models to promote value addition, processing, and branding of specialty crops like turmeric, chili, and organic rice.
- Strengthen existing seed hubs, planting material units, and custom hiring centers as rural service nodes.



- Institutionalize value chain thinking—from input to market, including grading, packaging, quality certification, and FSSAI compliance.

#### **4. Empowering Rural Youth and Agripreneurs**

- Scale up the ARYA initiative by expanding agri-based enterprises such as mushroom, nursery, poultry, apiary, and integrated farming units.
- Develop skill-to-enterprise pipelines with emphasis on business incubation, financial literacy, and startup linkages.
- Foster youth-led Farmer Producer Organizations (FPOs) and connect them to the digital agri-economy via e-NAM and marketing platforms.

#### **5. FPO-Centric Development and Industry Collaboration**

- Strengthen KVKs as Cluster-Based Business Organizations (CBBOs) for mobilizing and nurturing Farmer Producer Organizations.
- Build institutional linkages with stakeholders including NABARD, IFFCO, FMC, CCI, CITI, NSAI, and others for co-developing input, credit, and output systems.
- Enable private sector collaboration for piloting technologies, input trials, post-harvest infrastructure, and business models across KVKs.

#### **6. Inclusive Development for Marginalized Communities**

- Amplify DAPST and DAPSC initiatives to improve agricultural livelihoods of tribal and scheduled caste populations through need-based inputs, skill training, and enterprise support.
- Ensure gender inclusion and women's empowerment by targeting SHG-based value addition units, bio-input production, and marketing cooperatives.
- Deploy tailored models for natural and organic farming adoption among vulnerable populations, with a focus on nutrition-sensitive agriculture.

#### **7. Driving Agri-Tech Innovation and Experimentation**

- Institutionalize Agri-Innovation Labs at KVKs to promote hands-on piloting of new tools—sensor-based irrigation, drone spraying, AI pest diagnosis, and robotics.
- Encourage co-innovation with start-ups through plug-and-play pilots in





areas like traceability, agri-credit scoring, and farm automation.

- Offer aggregated access to SHGs, collectives, and FPOs for real-world validation of scalable technologies.

### 8. Promoting Next-Generation Capacity Building

- Reframe training content using MOOCs, hybrid courses, and short-term certifications for farmers, youth, and agri-professionals.
- Use video platforms, interactive portals, and vernacular content to democratize extension learning.
- Train KVK scientists and staff in emerging areas: climate modeling, drone operation, digital extension, and market linkages.

### 9. Enhancing Monitoring, Reporting, and Impact Analytics

- Adopt real-time monitoring dashboards for OFTs, FLDs, skill programs, and resource utilization.
- Institutionalize geo-tagged documentation and data-driven feedback loops to improve accountability and responsiveness.
- Conduct periodic impact evaluations using scientific metrics for policy feedback and resource optimization.

### From Extension to Empowerment

The redefined roadmap positions ICAR-ATARI, Hyderabad as a strategic enabler and integrator of future-ready agricultural extension. It goes beyond productivity to encompass resilience, digitization, inclusion, and entrepreneurship. By reinforcing the KVK system as the last-mile technology partner, the roadmap ensures that innovation not only reaches the farmer but also originates from the field—making agriculture smarter, sustainable, and self-reliant.

“From soil to satellite, from seed to startup—ATARI’s roadmap reimagines agriculture for a dynamic and digital India.”



## 4. Vision 2030 Framework: Reimagining Extension for Future-Ready Agriculture

In alignment with national priorities and the evolving needs of the farming community, **ICAR-ATARI, Hyderabad (Zone X)** envisions a transformative and inclusive agricultural future. The following ten strategic thrust areas will shape its efforts to build a digitally empowered, climate-smart, and economically resilient farming ecosystem across Andhra Pradesh, Telangana, Tamil Nadu, and Puducherry.

### 1. Innovative Outreach

- Leveraging **digital platforms, social media, and community radio** for last-mile knowledge dissemination.
- Promoting **Farmers as Citizen Extensionists** to create a peer-led, trust-based advisory network.
- Facilitating interactive, real-time advisory services through tools like **Kisan Sarathi** and WhatsApp groups.

### 2. Secondary Agriculture – 360° Livelihoods

- Moving **beyond 180-day employment cycles** to year-round income through **processing, value addition, agri-services, and integrated farming systems**.
- Supporting rural enterprises in fodder management, agro-tourism, renewable energy (biogas, solar), and allied sectors.

### 3. Farm-to-Fork Value Chain Integration

- Strengthening **post-harvest management, storage, processing, branding, and marketing** interventions at the KVK level.
- Enabling **traceability systems**, certification, and aggregation models linked to FPOs and market infrastructure.

### 4. Contextualized Solutions and Time-Critical Feedback

- Promoting **localized innovations** tailored to agro-ecological diversity and community needs.
- Developing **hyper-local knowledge loops** for responsive, adaptive extension through village-level agents and ICT dashboards.



## 5. Financial Inclusion Through Technology

- Integrating KVK advisories with services like **credit facilitation, insurance enrolment, and Direct Benefit Transfers (DBT)**.
- Building farmer capacity to access **digital financial services** through mobile banking, UPI, and fintech tools.

## 6. Youth Involvement and Start-Up Ecosystem

- Fostering **agri-preneurship** through ARYA, incubation programs, and rural agri-hackathons.
- Enabling a **youth-led startup ecosystem** that links enterprise creation with climate adaptation and technology infusion.

## 7. Climate-Resilient Agriculture

- Mainstreaming **climate-resilient crops, practices, and technologies** demonstrated under NICRA and DAMUs.
- Catalyzing **community-based adaptation models** including soil health restoration, water harvesting, and risk-tolerant farming.

## 8. Agri-Tech Adoption

- Promoting **precision farming, drone applications, smart irrigation, AI-driven diagnostics, and IoT-based decision tools**.
- Encouraging collaboration with **agri-tech startups, private sector innovators, and research institutions**.

## 9. Women's Empowerment

- Enhancing women's access to training, land, credit, and inputs.
- Supporting **women-led SHGs and enterprises** in processing, organic input production, and kitchen gardening.
- Ensuring active **decision-making participation of farm women** in technology and resource use.

## 10. Next-Generation Capacity Building

- Launching **MOOCs, hybrid learning models, and certification programs** for farmers, youth, and extension professionals.



- Institutionalizing **KVK-led digital academies** to equip rural populations with future-ready skills in agri-business, ICT, and climate resilience.

This visionary framework is rooted in the core philosophy of “**inclusive innovation, local empowerment, and knowledge democratization.**” By embedding these pillars into its ongoing programs and partnerships, **ICAR-ATARI, Hyderabad** seeks to redefine agricultural extension—not just as a tool of dissemination, but as a catalyst of **entrepreneurship, equity, and ecosystem transformation.**

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| Sl No | Name and Address                                                                                                               | Email                                                        | Office no                    |
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## Address of Host Institutes : NGO

| S. No. | State          | Name of the KVK / NGO | Name of the NGO<br>Chairman and Address                                                                                                                                                       | Email                                 |
|--------|----------------|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| 1      | Andhra Pradesh | Chittoor 1 (RASS)     | Dr.S.Venkatratnam<br>RASS Seva Nilayam, Annamaiah Marg, Tirupati, AP. -517502                                                                                                                 | rassorg@gmail.com                     |
| 2      | Andhra Pradesh | Kurnool 1 (SHE&CS)    | Sri. P. Balaji<br>Shri Hanumantharaya Educational & Charitable Society, Krishi Vigyan Kendra, Yagantipalle (P), Banaganapalle (M), Nandyal (Dt.), A.P. 518 124                                | pb1961@rediffmail.com                 |
| 3      | Andhra Pradesh | Visakhapatnam 1 (BCT) | B.Sri Ram Murty<br>Eco Rejuvenation Center, Haripuram - 531061 Anakapalli District                                                                                                            | sriram@bctindia.org                   |
| 4      | Telangana      | Karimnagar 1 (GNNS)   | Sri P. Vijay Gopal Reddy<br>H No 5-85/134, Nandi Hills Road No 52, Jubilee Hills Hyderabad 500033 Telangana                                                                                   | paripatvgr@gmail.com                  |
| 5      | Telangana      | Mahabubnagar 1 (YFA)  | Mr. E. Venkat Ramnaya<br>Youth For Action, Plot No.23, Staff Road, Sitaramnagar Colony, Near Diamond Point, Secunderabad, Telangana, India-500009                                             | vedvon@yahoo.co.in                    |
| 6      | Telangana      | Medak 1 (DDS)         | Dr. Divya Veluguri<br>Deccan Development Society, Pasthapur, Thammadpalli, Zaheerabad Mandal Telangana 502318                                                                                 | ed@ddsindia.org                       |
| 7      | Telangana      | Medak 2 (EGVF)        | Dr. Venkateshwar Rao Pulikanti<br>H.No:1-55-155, EGVF- Admin building, Ekalavya Grameena Vikas Foundation, Gingurthy Campus, Gingurthy(V), Tandur (M) Vikarabad Dist, Telangana - 501141      | contact@egvf.org<br>kvkmedak@egvf.org |
| 8      | Telangana      | Nalgonda 1 (SAIRD)    | Dr. M. Snehalatha<br>H.No.4-102, Gaddipally Village, Garidepally mandal, Suryapet district, Telangana -508201                                                                                 | sneha_sreedhar@yahoo.com              |
| 9      | Tamil Nadu     | Ariyalur (CREED)      | Dr.V.Nadasabasabapathy<br>Centre for Rural Education and Economic Development, No.23, Aranganatha Nagar, Near Bus Stand & Chinna Market, Chidambaram, Cuddalore District - 608001, Tamil Nadu | creed.ngo@gmail.com                   |





|    |            |                         |                                                                                                                                                             |                                            |
|----|------------|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| 10 | Tamil Nadu | Coimbatore (SAET)       | Dr. TSK Meenakshisundaram<br>Saradalaaya, Sri Avinashilingam Education Trust Institutions, Bharathi Park Road,<br>Coimbatore 641 043                        | avinashilingamtrustoffice@gmail.com        |
| 11 | Tamil Nadu | Erode (MYRADA)          | Shri. Arvind G Risbud IAS, (Rtd),<br>MYRADA, No. 2 Service Road, Domlur Layout, Bangalore 560071<br>Karnataka, India                                        | myrada@myrada.org                          |
| 12 | Tamil Nadu | Karur (SFRDT)           | Mr. K. Rajavel<br>Saraswathi Foundation for Rural Development and Training<br>Pulutheri Village, R.T. Malai post,<br>Kulithalai (TK), Karur - 621313        | sarasfound@gmail.com                       |
| 13 | Tamil Nadu | Krishnagiri (TNBRD)     | Mr. S. Ramesh<br>Tamil Nadu Board of Rural Development, No.359, Kilnelli village, Chithathur Post,<br>Vembakkam Taluk, Thiruvannamalai<br>District - 604410 | tnbrd1978@gmail.com                        |
| 14 | Tamil Nadu | Perambalur (SJST)       | Dr.K.Varadharaajen,<br>Chairman and Managing Trustee<br>St.John Sangam Trust, Roever Campus, Perambalur - 621 212 Tamil Nadu, INDIA.                        | sjst@roever.edu.in                         |
| 15 | Tamil Nadu | Theni (CENDECT)         | Dr.P.Patchaimal<br>West Street, Kamatchipuram, Theni District-625520                                                                                        | cendect@gmail.com                          |
| 16 | Tamil Nadu | Thiruvannamalai (TNBRD) | Mr. S. Ramesh<br>Tamil Nadu Board of Rural Development, No.359, Kilnelli village, Chithathur Post,<br>Vembakkam Taluk, Thiruvannamalai District - 604410    | tnbrd1978@gmail.com                        |
| 17 | Tamil Nadu | Tirunelveli (RVS)       | Dr: K. V. Kuppusamy<br>RVS Educational Trust, 242, B Trichy Road, Sullur, Coimbatore District - 641 402                                                     | chairman@rvsgroup.com                      |
| 18 | Tamil Nadu | Tuticorin (SCAD)        | Dr. S. Cletus Babu<br>Social Change And Development (SCAD) Trust 105A1, North Bypass Road,<br>Vannarpettai, Tirunelveli - 627007                            | cletusbabu@gmail.com<br>scb_scad@yahoo.com |



### Important Awards to KVKs of Zone-X

| Year    | Award                                                                 | Name of KVK                 | Host Institute |
|---------|-----------------------------------------------------------------------|-----------------------------|----------------|
| 2019-20 | Best NICRA KVKs Award                                                 | KVK, Yagantipalli           | SHECS          |
| 2019-20 | Mahindra Samridhhi Award                                              | KVK, RASS, Chittoor         | RSS            |
| 2019-20 | Pandit Deendayal Upadhyay Rashtriya Krishi Vigyan Protshahan Puraskar | KVK, Namakkal               | TANVASU        |
| 2020-21 | Pandit Deendayal Upadhyay Rashtriya Krishi Vigyan Protshahan Puraskar | KVK Khammam (Wyra)          | PJTSAU         |
| 2022-23 | Best KVK Award                                                        | KVK, Kurnool (Yagantipalle) | SHECS          |
| 2022-23 | Best KVK Award                                                        | KVK Tiruvarur               | TNAU           |
| 2022-23 | Best KVK Award                                                        | KVK, Darsi                  | ANGRAU         |
| 2024-25 | Best KVK Award                                                        | KVK Tiruchirappalli         | TNAU           |
| 2024-25 | National Best Agri start up award                                     | KVK Erode                   | MYRADA         |

### Important Awardee Farmers of Zone –X

| Year    | Award                                                   | Recipient                     | Address                      |
|---------|---------------------------------------------------------|-------------------------------|------------------------------|
| 2019-20 | Nari Shakti Puruskar                                    | Smt. Padala Bhudevi           | KVK, Srikakulam              |
| 2019-20 | National level Haldar Organic Award                     | Sri. B. Lanvanya Ramana Reddy | KVK, Palem                   |
| 2019-20 | Best Farm Innovator Award                               | Mr. R. Suresh                 | KVK, Ariyalur                |
| 2022-23 | Padma Shri                                              | Mrs. Pappammal                | Coimbatore                   |
| 2022-23 | IARI Innovative Farmer Award in Pusa Krishi Vigyan Mela | Smt. Asi Dhanamma             | KVK West Godavari (VR Gudem) |
| 2022-23 | Innovative Farmer Award from ICAR-IARI, New Delhi       | Mr. S. Sivakumar              | KVK Virudhunagar             |
| 2022-23 | Pushudhan samridhhi INDIA AWARD-2022                    | Mrs. S. Alagu                 | KVK Sivaganga                |
| 2023-24 | Best innovation farmer award                            | Pucchaykayala Ramu,           | KVK Anantapur (Reddipalli)   |
| 2023-24 | Best Banana farmer Award                                | Mr. S. Meenakshisundaram      | KVK Kanyakumari              |
| 2024-25 | IARI Innovative Farmer Award                            | Shri S. Ravi                  | KVK Adilabad                 |
| 2024-25 | 5 <sup>th</sup> National Water Award                    | Mr. Ponnaiah                  | KVK Pudukottai               |



## Landmark Events and Distinguished Visitors



*Kisan Mela cum Exhibition at KVK, Jammikunta, organized under the Special Project on Cotton with the Central Institute for Cotton Research (CICR)*



*Shri Shivraj Singh Chouhan, Hon'ble Union Minister of Agriculture and Farmers Welfare, Government of India visited to KVK, Chittor, AP*





*Dr. Shaik. N. Meera, Director, ATARI-X is addressing at 4th All India Millet Sisters Convention at DDS KVK, Telangana*



*Dr. U.S. Gautam, Hon'ble DDG (AE), Dr. Shaik. N. Meera, Director, ATARI-X along with Vice Chancellor TANUVAS inaugurated, KVK Administrative, Farmers' hostel building, Demo units at KVK Kallakurchi, Villupuram-II, TN*





*Shri Shivraj Singh Chouhan, Hon'ble Union Minister of Agriculture and Farmers Welfare, Government of India; Dr. Mangi Lal Jat, DG, ICAR & Secretary DARE; and Dr. Shaik N. Meera, Director, ICAR-ATARI, Zone X, interacting with farmers during the VKSA Campaign-2025*



*Shri Shivraj Singh Chouhan, Hon'ble Union Minister of Agriculture and Farmers Welfare, Government of India; Dr. Mangi Lal Jat, DG, ICAR & Secretary DARE; and Dr. Shaik N. Meera, Director, ICAR-ATARI, Zone X, addressing during the VKSA Campaign-2025*





*Honourable MoA & FW, Government of Puducherry, Sri. C. Djeacoumar visited ICAR ATARI, Hyderabad on 12-06-2023*



*Dr. Trilochan Mohapatra, Former DG, ICAR & Secretary DARE, Dr. Shaik N. Meera, Director, ICAR-ATARI, Zone X and other dignitaries interacting during 31st Foundation Day of ICAR-National Research Centre for Banana (NRCB), Tiruchirappalli*







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