

Minutes of the Meeting regarding Production of Farmer Friendly Material Print and Electronic Material for Krishi Vasant 2014

As a sequel to communication (D.O. letter No. 2-19/2013-Exhibition dated 25.11.2013) from the Joint Secretary (Extension) to the Director General, ICAR. A meeting was held on November 28, 2013 at 11.30 AM in CR 142, Krishi Bhavan with the representatives of ICAR, IARI, Department of Animal Husbandry, Dairying & Fisheries, National Centre for Integrated Pest Management, 2 Institutes namely Central Institute of Marine Fisheries & Research and WTCER were linked through video conference.

List of participants is at **Annexure-I**.

At the outset, the Joint Secretary (Extension), DAC informed that '*Krishi Vasant*' National Agriculture Fair-cum-Exhibition being organized jointly by the Ministry of Agriculture, Government of India and Government of Maharashtra at **Central Institute of Cotton Research, Nagpur** from **February 9-13, 2014** **will be inaugurated by the Hon'ble President of India**. More than one lakh farmers are expected to visit this mega event and many times more farmers are expected to join at District/Block headquarters through telecast and webcast in regional languages. **Besides conferences and seminars in the forenoon, there will be about 10 to 12 break-out sessions in the afternoon for major languages wherein experts, scientists and officers will have an intensive interaction with about 200 farmers in the local language.**

Following is the gist of the discussion of decision taken in the meeting. It was decided that DG, ICAR will be requested to issue suitable instructions in this

regard as contours of execution of this task have been already discussed with him:

1. It was decided that all ICAR Institutes, State Agriculture Universities (including Universities in Animal Husbandry, Fisheries etc.), State Governments AICRPs, NGOs and selected KVKs may identify locally suitable farmer friendly material in the language of the State/Hindi & English. Good quality articles or write-ups from earlier publications can be first identified by such Institutes/ Universities/ Organizations from the point of view of a farmer. **This material can then be further refined depending on the needs of various States and presented lucidly in simplified language duly supported with good quality pictures/graphics. Surfeit of text must be avoided. Video films need to be produced similarly.** Wherever possible, within the short span of time available for the fair, new material also can be created. **At the State level, selected ICAR Institutes will be asked to coordinate this task.** SAUs/KVKs/local NGOs will also route such material through selected ICAR Institutes as indicated in **Annexure-II** of the minutes. **In order to minimize delay in exchanging and sharing material in the entire exercise, soft copies will be sent by email besides hard copies by speed post.**
2. The ICAR Institutes listed in **Annexure-II** shall serve as a nodal point for this purpose for the respective States for the purpose of bringing out such print and electronic material for the fair. State Agriculture Universities, KVKs, NGOs and State Governments will also channelize their material through such Nodal Institutes only. These Nodal Institutes will coordinate this activity and follow up with SAUs, KVKs, State Governments, NGOs and other ICAR Institutes in the State to ensure that material actually comes to the Nodal Institute in time. The material so received by the Nodal Institute will then be examined there to avoid duplication, redundancy and

to ensure their relevance for large number of farmers in the State. During such scrutiny, the Nodal Institute may make such consultation with the State Agriculture University, State Government and other ICAR Institutes / AICRPs as it may deem necessary.

3. **Nodal Institute will then send shortlisted material to Central Institutes as follows latest by 21.12.2013:**

Sl. No.	Subject Material	Nodal Organization at Central level
(i)	Agriculture & Horticulture*	Director, IARI
(ii)	Animal Husbandry & Veterinary Sciences	Director, IVRI, Izzatnagar
(iii)	Poultry, Duckery etc.	Director, Central Avian Research Institute, Barielly
(iv)	Dairying	Director, NDRI, Karnal
(v)	Fisheries	Director, CIFE, Mumbai

**in collaboration with IIHR and other crop specific ICAR Institutes as per need of specialization*

4. The above Central Institutes will then sort and prioritize the material received from various States to have a holistic coverage after keeping in mind major crops and important agricultural activities as tentatively summarized in **Annexure-III by 31.12.2013** (highlighted items need to be rechecked and number of important crops needs to be cut down). The shortlisted material will then be necessarily simplified in local languages by the Institute/Organization/University which had actually developed it. Since an Institute/ Organization works on a tri-language basis i.e. Hindi, English and the State language in which it is located, translation in other

important languages will need to be carried out by the Institutes selected in relevant States.

5. DDG (Extension) will coordinate at the central level with the State Agriculture Universities, Zonal Project Directors and KVKs to ensure that material is provided as per the flow chart given above.
6. State-wise details of important crops/poultry/animals & fishes will be prepared by the Extension Division/Directorate of Extension and Department of Animal Husbandry Dairying & Fisheries respectively and finalized by 29.11.2013. This detail must also include important State-wise strength and practices which can be firmed up in consultation with the State concerned. Such a table for Agriculture and Horticulture sectors has been prepared in Annexure-III.
7. **MANAGE, Hyderabad will coordinate on behalf of Extension Division with all the stakeholders listed above to ensure that final publications are brought out in sufficient quantities and sent for printing by 15.01.2013.**
8. **The Principal Secretaries (Agriculture)/ Agriculture Production Commissioner will take a fortnightly reviews of this task (twice in December and twice in January) with all concerned** to ensure that State Governments remain closely associated with this task of paramount importance and all provide all inputs & assistance. **These meetings will be convened by the Director of the Nodal ICAR Institute for the State.**
9. ICAR will also bring out a special issue of their important monthly/bimonthly publications placing important articles from farmers' perspective published in their earlier issues. Project Director, Directorate of Knowledge Management of ICAR will be the Nodal Officer for carrying out this exercise of short-listing important articles from previous issues of last 3-5 years as may be decided. These articles should be farmer centric and be relevant in present context. The timing of publications of the relevant issues shall coincide with the event or may be it is released during

the Nagpur Fair. In addition, PD, DKMA will also coordinate for timely printing of all the publications shortlisted and identified by the Central Nodal Institutions detailed in para 3 above. **Printing of material in attractively designed formats so as to have some level of consistency and recall value.**

10. **A similar exercise will also be undertaken to sort out video films of short durations. These video films, which are already brought out by DKMA, and other ICAR institutes should be of a duration of 7-15 minutes (in .mp4 format) and be in a very simple farmer friendly language with focus on technological issues relevant in present context with farmers' perspective.**
11. A nominal price for printed material and the Micro SD Card containing a number of useful video films will be fixed to be charged from the farmers so that they take only such material which is actually required by them.
12. **In addition, experts will also be identified by the nodal ICAR Institute of respective State in consultation with SAUs/KVKs/States who are proficient in regional language along with topics/ relevant subjects to be covered by them during interaction with the farmers during the fair.** An attempt will need to be made to have some linkage between topics of discussion for a State and printed / electronic material being supplied. **Therefore, the Nodal Institute in the State will also coordinate with the State Governments, Zonal Project Directors, SAUs and AICRPs for identification and selection of such experts / scientists / officers/ NGO activists.**
13. **Dy DG, Doordarshan was requested to identify relevant technology oriented video clips related to Agriculture and Allied sector given by ICAR during Agriculture related programmes from their archive and place them in a drop box or relevant web storage on their website.** Selected clips shall be made available to farmers for their preview on the Micro SD Cards. Hence, .mp4 format will be preferred.

ANNEXURE I

**MEETING HELD UNDER CHAAIRMANSHIP OF JS (EXTN) REGARDING
PRODUCTION OF FARMER FRIENDLY MATERIAL DURING KRISHI VASANT 2014
HELD AT 11.30 AM ON 28.11.2013**

LIST OF PARTICIPANTS

<u>Sl No.</u>	<u>Name & Designation</u>	<u>Contact Details</u>
1	Sh Sanjeev Gupta, JS (Extn) - In Chair	
2	Dr Y R Meena, Addl Commissioner, DAC	9811868972
3	Sh Virendra Singh, Addl Commissioner, DAC	9868544155
4	Sh K M Brahme, Director (Extn), DAC	9868430793
5	Dr R K Tripathi, Director (EM) & IT, DAC	9910343043
6	Mrs Neeraj Suneja, Director (Admn), DOE	9999595417
7	Sh Kal Singh, Director, DAHD&F	9953021881
8	Dr K V Prabhu, Jt Director (Research), IARI	9899023166
9	Dr O P Sharma, Pr Scientist, NCIPM	9868604982
10	Dr (Ms) Harjit Kaur, Pr Scientist, AED, ICAR	8860617085
11	Dr Anil K Sharma, CP & PRO, ICAR	9582898996

ANNEXURE-II**STATE-WISE NODAL ICAR INSTITUTES RESPONSIBLE FOR BRINGING OUT
FARMER FRIENDLY PUBLICATIONS IN PRINT & ELECTRONIC MEDIA**

Sl. No.	State	Nodal ICAR Institute
1.	Andhra Pradesh	Directorate of Rice Research, Hyderabad
2.	Arunachal Pradesh	ICAR Res Complex for NEH
3.	Assam	ICAR Res Complex for NEH
4.	Bihar	ICAR Res Complex for Eastern Region
5.	Chandigarh	-
6.	Chhattisgarh	National Institute of Biotic Stress Management, Raipur
7.	Delhi	IARI
8.	Goa	ICAR Res Complex for Goa
9.	Gujarat	Directorate of Groundnut Research
10.	Haryana	Directorate of Wheat Research, Karnal
11	Himachal Pradesh	CPRI, Shimla
12	J & K	Central Institute for Temperate Horticulture
13	Jharkhand	Indian Institute of Natural Resins and Gums
14	Karnataka	Indian Institute of Horticultural Research
15	Kerala	Central Plantation Crops Research Institute
16	Madhya Pradesh	Directorate of Soybean Research
17	Maharashtra	Central Institute of Cotton Research
18	Manipur	ICAR Res Complex for NEH
19	Meghalaya	ICAR Res Complex for NEH
20	Mizoram	ICAR Res Complex for NEH
21	Nagaland	ICAR Res Complex for NEH
22	Orissa	Central Rice Research Institute, Cuttack
23	Pondicherry	Sugarcane Breeding Institute, Coimbatore
24	Punjab	Central Institute of Post Harvest Engineering & Technology, CIPHET, Ludhiana
25	Rajasthan	Central Arid Zone Research Institute, Jodhpur
26	Sikkim	ICAR Res Complex for NEH,/National Research Centre for Orchids

27	Tamil Nadu	Sugarcane Breeding Institute, Coimbatore
28	Tripura	ICAR Res Complex for NEH
29	Uttar Pradesh	Indian Institute of Pulses Research, Kanpur
30	Uttaranchal	Vivekanand Parvatiya Krishi Anusandhan Shala (VPKAS), Almora
31	West Bengal	Central Institute for Jute and Allied Fibres
	Total	

ANNEXURE-III

Major Agricultural Crops and Core Agricultural Activities* in Different States			
<i>*subject to further refinement and pruning based on feedback from States and ICAR</i>			
Sl No.	State	Major Crops	Core Agricultural Activity
1	Andhra Pradesh	Rice, Cotton, Groundnut, Tobacco, Sorghum, Safflower, Maize, Groundnut, Pearl millet, Blackgram, Greengram, Sesamum, Redgram, Chillies, Coconut, Mango, Banana, Sapota, Custard Apple, Guava	SRI, Commercial Nurseries, Food Processing, Seed Production
2	Arunachal Pradesh	Rice, Maize, , orange, pineapple, black pepper, stevia, Wheat, Mustard, Syabean, Pea, Ginger, Turmeric	Jhoom
3	Assam	Rice, Rapeseed Mustard, Banana, Arecanut, Potato, Tea, Jute, Pineapple, Orange, Blackgram, Gourds	Floriculture, Irrigation Management, Disaster Management,
4	Bihar	Rice, Wheat, Maize, Litchi, Potato, Arhar, Gram, Rapeseed Mustard, Sweet Potato	SRI, SWI
5	Chattisgarh	Rice, Wheat, Maize, Sorghum, Gram, Ragi, Soybean	Pulse production in Rice Fallows
6	Delhi	Rice, Wheat, Barley, Maize, Bajra, Jowar, Guar, Mustard, Ber	

7	Goa	Rice, Oilpalm, Coconut, Arecanut, Cashew, Groundnut, Cowpea, Sugarcane	Protected Cultivation
8	Gujarat	Wheat, Rice, Ragi, Kodra, gram, Green Gram, Black Gram, Ground nut, Sesamum, Cotton, Castor, Sugarcane, Cumin	Pulses Production
9	Haryana	Rice, Wheat, Barley, Maize, Bajra, Jowar, Guar, Mustard, Ber	BT Cotton Production
10	Himachal Pradesh	Rice , Wheat, Maize, potato, tomato, french bean, Rajmash, Apple, Peach, Pear, Plum, Cabbage, Ginger, Turmeric, Mango, Litchi	Transport and Marketing
11	Jammu and Kashmir	Rice , Wheat, Barley, Maize, Rajmah, Urd, Lentil, Potato, Apple, Almond, Walnut, Lehberry, Strawberry, saffron, floriculture	Marketing
12	Jharkhand	Rice, Maize, Arhar, Ragi, Niger, sesamum, Rapeseed Mustard, Gram, Lentil, Potato, Tomato	Marketing
13	Karnataka	Rice, Jowar, Maize, Gram, Pigeonpea, Ragi, Groundnut, Potato, Mulberry, Coffee, Coconut, Banana, Mango, Tomato,	Seed Production, Watershed Management, Dryland Agriculture, Organic Farming, Post Harvest Processing Horticultural Crops
14	Kerala	Rice, Coconut, Banana, Pepper, Rubber, Tapioca, Cardmom, Cashewnut, Arecanut	Farm Mechanization, Plantation Crops
15	Madhya Pradesh	Maize, Rice, Wheat, Sorghum, Pearl Millet, Soybean, Kodo-kutki, Gram, Lentil, Arhar, Garlic, Potato, Tomato, Chilli	Soybean and Durum Wheat

16	Maharashta	Rice, Wheat, Ragi, Gram, Black Gram, Soybean, Sugarcane, Groundnut, Cotton, Banana, Chicku, Orange, Grapes, Onion, Brinjal, Tomato, Chicku, Mango, Coconut, Pome granate	Group led Production of Vegetables and Marketing
17	Manipur	Paddy, Blackgram, Pineapple, Banana, Papaya, Mango, Guava, Turmeric, Lemon, onion, Groundnut	Rice Production Technology
18	Meghalaya	Rice, Pineapple, Pear, Mandarin, Plum, Potato, Maize, Passion Fruit, Strawberry, Black Pepper, Banana	Rice Production Technology
19	Mizoram	Rice, Maize, Oilpalm, Orange, Potato, Cabbage, Anthurium, floriculture, Peach, Pear, Banana, Pineapple	Rice Production Technology
20	Nagaland	Rice, Maize, Soybean, Ginger, rajmah,	Jhoom
21	Orissa	Rice, Wheat, Maize, Mustard, Sorghum, Sesamum, Groundnut, Black gram, green gram, Pea, pepper, guava, Ragi, niger, tomato, chilli, Jute, turmeric, Brinjal, Potato, Cotton, Cashewnut, Cardamom, Coffee, Coconut	Groundnut Production Technology
22	Pondicherry	Paddy, Black Gram, Sugarcane, Groundnut, Cotton, Coconut	
23	Punjab	Rice, Wheat, Maize, Barley, Sugarcane, Green Gram, Ground Nut, Mustard, Mango, Guava, Cotton,	Farm Mechanization

24	Rajasthan	Wheat, Barley, Maize, Gram, Guar, Cowpea, Mustard, Soybean, Bajra, Sorghum, Cotton, Soybean, Ber , Cumin, Chilly, Fenugreek, Fennel. Coriander, Papaya, Sunflower, Castor	Dry land Agriculture
25	Sikkim	wheat, apple, maize, beans, peas, barley, peach, pear, Potato, cabbage	Floriculture and Organic Farming
26	Tamil Nadu	Rice, Maize, Sugarcane, Finger millet, Horse gram, Black Gram, Green Gram, Tapioca, Vegetables, Mango, Onion, Turmeric, Cotton, Coconut, Jackfruit, Pepper, Cardamom, Coffee, Tamarind, Clove, Banana, Orange, Mandarin, Pear	FCMS
27	Tripura	Rice, Banana, Pinapple, Citrus, Mango, Litchi, Papaya, Cabbage, Cauliflower, Okra, Potato, Brinja	Floriculture, Water Harvesting
28	Uttar Pradesh	Rice, bajra, maize, wheat, Barley, Ragi, sugarcane, Pea, Gram, Lentil, Black Gram, Green Gram, Mustard, Toria, Potato, Sawan, Kodo, Kutki, Safflower, Groundnut, Garden Pea, Safflower, Mango, Guava, Litchi,	Mango Ppproduction and Marketing Innovations
29	Uttarakhand	Rice, Wheat, Barley, Apple, Maize, Sugarcane, Lentil, potato, Tomato, Cabbage, Cauliflower	Water Harvesting and Protected Cultivation
30	West Bengal	Rice, Maize, Bajra, Mustard, potato, Soybean, orange, Jute, tobacco, tomato, chilli, Ginger, Cardamom,	Potato Production Technology