

Frontline Extension- New Approaches

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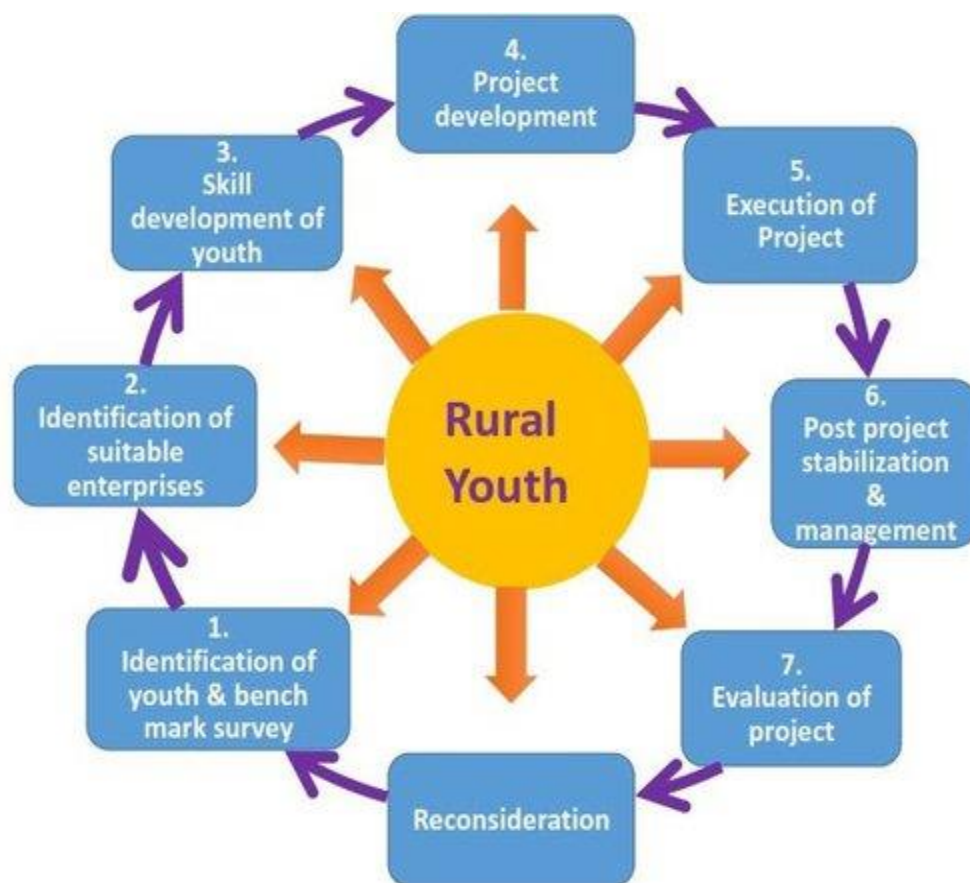
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A number of innovative extension approaches have been developed, validated and implemented from time to time for enhancing outreach of extension and carrying out technology delivery to the stakeholders. The Krishi Vigyan Kendras (KVKs) or the Farm Science Centres are regarded as an institutional innovation approach that has effectively linked agricultural research and extension at the district level in India. As of now, ICAR has established 721 KVKs across the country, which are the key institutional system at district level for technological backstopping in agriculture and allied sectors. KVK is the fulcrum of the district level coordination between various implementing agencies and programmes like ATMA, line Departments, on-going schemes/ programs, Gram Sabha members, Panchayat institutions, other Government and NGO players in the field of extension. KVKs serve as a Knowledge and Resource Centre of agricultural technologies for supporting initiatives of public, private and voluntary sectors in improving the agricultural economy of the district. The need to redefine agricultural extension system in the country is not merely a techno-social system of supporting farmers to grow more, but also for enhancing income from farm, off-farm and non-farm activities.

New Approaches

- ✚ **Attracting and Retraining Youth in Agriculture (ARYA)** – it was initiated recently by ICAR for developing entrepreneurial skills in youth so that regular income flow could be realized by establishing small enterprises. Twenty-five districts in 25 states were identified for programme implementation. Under ARYA, as many as 930 different enterprise units were established during the last two years benefitting 2467 rural youth in the selected districts. Skill training was given to 3879 rural youth through 92 various training programmes pertaining to the enterprise units allotted to each ARYA centre. Eight exposure visits to different successful enterprise units were arranged to 327 youth as training and confidence building measure.

Functions of ARYA



- ✚ **Mera Gaon Mera Gaurav' (My Village My Pride)** It was launched in August 2015. Under this program, a group of 4 scientists, each belonging to different disciplines from ICAR Institutes and agricultural Universities, adopted 5 villages for giving suitable advice to the farmers on technical and other related aspects within a stipulated time frame through personal visits or by telephone. Scientists are also creating awareness among farmers about climate change, other customized technologies, protective measures, Swachh Bharat Abhiyan, and other issues of local and national importance. In this process of socio-techno transformation, scientists also involve local Panchayats, development agencies, NGOs and private organizations. The objective is to effectively promote direct interface of scientists National Academy of Agricultural Sciences 5 of ICAR Institutes and State Agricultural Universities with the farmers to hasten the lab to land process. The project is intended to connect with 25,000 villages. Agricultural scientists are providing information on newer technologies to the farmers in 13,500 villages.



- + **Nutri-sensitive Agricultural Research and Innovations (NARI)**- focuses on empowering farm women with key areas like innovative practices to promote nutrition-sensitive agriculture, awareness and capacity development of various stakeholders, value chain, literacy campaign, etc. Nutri Smart Villages in Madhya Pradesh have been launched by the State Government with the firm belief that villages can be relieved of malnutrition through agriculture and subsidiary activities like animal husbandry and fisheries in coordination with the Krishi Vigyan Kendras. Nutri-sensitive Agriculture Research Innovation is an approach that put nutritionally rich food, dietary diversity and food fortification at the heart of overcoming malnutrition and micro nutrient deficiencies and seeks to ensure their production in adequate quantity and quality to meet the dietary requirement of population in a sustainable manner
- + **Knowledge System for homestead Agricultural Management in Tribal Areas (KSHAMATA)** - was initiated keeping in view the importance of the tribal agriculture, in 125 districts where tribal population is 25 per cent or more to facilitate technology support and related inputs to the tribal farmers located in remotest places. Under KSHAMTA programme during the year, KVKs across the country conducted 6009 on-farm trials and 34958 frontline demonstrations. Capacity development of 607936 farmers/farm women and 60136 extension personnel were done through training programs. Extension activities organized by the KVKs benefitted 971423 participants. The technological inputs like seeds (33121 q), planting material (58.84 lakh) and livestock strains and fish finger lings (15.64 lakh) were produced by KVKs. Besides, by analyzing 86040 samples of soil, water, plant and manure, mobile advisories were sent to 36.12 lakh farmers on various aspects of agriculture.

- ✚ **Value Addition and Technology Incubation Centre in Agriculture (VATICA)** - has been conceptualized by ICAR to create a facility to provide incubation training to rural youth in processing and value addition. ICAR, is providing funding support to create 3-4 units as model units in the KVK campuses. Under VATICA, dissemination of post-harvest technology and skill development of farmers, farm women, rural youth and farmer organization on various post-harvest management strategies will be conducted. Advice and technical help to be provided to farmers and youths interested in setting up their own enterprises related to post harvest processing.
- ✚ **Pashu Sakhi** - is a Community Animal-care Service Provider (CASP), which enables the last mile coverage in rural areas, where clinical services for livestock is not available on time or is expensive to afford for rural poor. Pashu Sakhi is envisaged to create awareness and carry out capacity building of the community on livestock-based livelihood activities, and facilitate aggregation and marketing of the livestock products. Anganwadi workers are also engaged as change agents for promotion of nutritional security.



References

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