

Extension Activity by KVK Hanumangarh-I

KVKs are frontline agricultural extension centers of ICAR, and their role is to transfer agricultural technologies from research to farmers' fields.

Objectives of various extension programme

- Act as gap between research and farmers.
- To Increase adoption of improved technologies.
- To Enhance productivity, profitability, and sustainability of farming.
- To Empower farm women and rural youth with skills and knowledge.

Major Extension Activities Conducted by KVKs

1. Training Programmes

- **On Campus and Off Campus:-Need based** Farmer's & Farm Women Training's on crop production, animal husbandry, IPM, INM, value addition, horticulture and home science.
- **Vocational Training:**– skill development for rural youth (e.g., poultry/dairy farming, mushroom cultivation, stitching and horticulture).
- **In-service/Extension Personnel Training:**– for line department officers/field staff.

2. Field Days & Kisan Gosthi

- **Objective:** Spread technology through farmer-to-farmer interaction.
- Organized at demonstration sites.
- Farmers observe crop performance, interact with scientists, and share experiences.

3. Kisan Melas (Farmers' Fairs)

- Large-scale exhibitions and gatherings at KVK campus or villages.
- Display of improved seeds, technologies, farm machinery, and success stories.

4. Diagnostic Visits / Advisory Services

- Regular field visits by KVK scientists to diagnose **pest/disease/nutrient deficiency problems**.
- Provide **on-the-spot solutions** to farmers.

5. Field Visits / Exposure Visits

- Farmers taken to **research stations, progressive farms, agri-expos** to learn new technologies.
- Helps motivate farmers to adopt innovative practices.

6. Exhibitions

- Technology exhibitions at local fairs, events, and agricultural shows.

7. Literature & Mass Media Extension

- Preparation of **extension literature** – leaflets, folders, technical bulletins, quarterly magazine (**Keshav Kheti**).
- Use of **radio talks, TV programmes, social media** to spread information.

8. Farmer-Scientist Interaction

- Regular meetings for direct communication between farmers and experts.
- Farmers can discuss problems and get practical solutions.

9. Celebration of Important Days

- ICAR foundation day, World Veterinary day, World milk day, world yoga day, World Soil Day, World Food Day, National Nutrition Week, Women's Day, etc.
- Awareness campaigns on relevant topics.

10. ICT-Based Extension

- Mobile advisories (SMS/WhatsApp/facebook/X/Youtube), e-newsletters, social media updates and Keshav kheti.
- Use of **Kisan Call Centre, kisan sarthi** and online platforms for problem-solving.

Year wise extension activities of KVK Hanumangarh-I

Extension Activities

IV. Extension Programmes 2021

Activities	No. of programmes	No. of farmers	No. of Extension Personnel	TOTAL
Advisory Services	106	18780	932	19712
Diagnostic visits	00	00	00	00

Field Day	11	478	14	492
Group discussions	02	84	04	88
Kisan Ghosthi	10	746	12	758
Film Show	166	692	182	774
Self -help groups	07	112	00	112
Kisan Mela	1 (Bangalore Virtual)	74	04	78
Exhibition	00	00	00	00
Scientists' visit to farmers field	78	2239	56	2295
Plant/animal health camps	00	00	00	00
Farm Science Club	07	189	06	195
Ex-trainees Sammelan	01	23	00	23
Farmers' seminar/workshop	16	829	31	860
Method Demonstrations	05	103	03	106
Celebration of important days	09	744	53	797
Special day celebration	14	1095	55	1150
Exposure visits	06	375	00	375
Others (pl.specify)	0	0	0	0
Total	439	26563	1352	27815

Details of other extension programmes

Particulars	Number
Electronic Media (CD./DVD)	0
Extension Literature	8
News paper coverage	164
Popular articles	16
Radio Talks	45
TV Talks	2
Animal health camps (Number of animals treated)	0
Others (pl. specify)	0

Total	235
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Name of KVK	Message Type	Type of Messages						
		Crop	Lives tock	Weat her	Mar ke-ting	Aw are - nes s	Other enterp rise	Tota l
Hanum angarh 1	Text only	2	-	98	-	-	-	100
	Voice only	-	-	-	-	-	-	-
	Voice & Text both	-	-	-	-	-	-	-
	Total Messages	2	-	98	-	-	-	100
	Total farmers Benefitted	70683	-	70000+19000	-	-	-	159683

Extension Programmes 2022

Activities	No. of programmes	No. of farmers	No. of Extension Personnel	TOTAL
Advisory Services	109	21985	615	22600
Diagnostic visits	3	27	14	41
Field Day	14	415	52	467
Group discussions	9	483	32	515
Kisan Ghosthi	8	455	29	484
Film Show	127	5465	343	5808
Self -help groups	16	169	28	197
Kisan Mela	3	2687	48	2735
Exhibition	5	14488	28	14516
Scientists' visit to farmers field	128	3111	261	3372
Plant/animal health camps	2	89	9	98
Farm Science Club	7	267	29	296
Ex-trainees Sammelan	1	52	4	56
Farmers' seminar/workshop	1	43	9	52
Method Demonstrations	63	2518	117	2635
Celebration of important days	6	331	26	357
Special day celebration	6	538	29	567
Exposure visits	9	339	21	360
Others (pl. specify) Awareness programme on natural farming	11	611	39	710
Total	528	54073	1733	55806

Details of other extension programmes

Particulars	Number
Electronic Media (CD./DVD)	-

Extension Literature	10
News paper coverage	131
Popular articles	11
Radio Talks	7
TV Talks	5
Animal health amps (Number of animals treated)	2 (317)
Others (pl. specify)	-
Total	481

Name of KVK	Message Type	Type of Messages						
		Crop	Livestock	Weather	Marketing	Awareness	Other enterprise	Total
	Text only			109				
	Voice only							
	Voice & Text both							
	Total Messages			109				
	Total farmers Benefitted			22600				

Extension Programmes 2023

Activities	No. of programmes	No. of farmers	No. of Extension Personnel	TOTAL
Agro Advisory Services	104	319434	12120	331554
Diagnostic visits	1	115	2	117
Field Day	14	385	8	393
Group discussions	6	113	8	121
Kisan Ghosthi	22	1208	22	1230
Film Show	232	5113	104	5217
Self -help groups	5	66	0	66
Kisan Mela	1	3192	63	3255
Exhibition	8	7979	218	8197
Scientists' visit to farmers field	82	961	11	972
Farmers visit to KVK	6627	6627	0	6627
Plant/animal health camps	1	16	2	18
Farm Science Club	8	222	0	222
Ex-trainees Sammelan	1	19	2	31
Farmers' seminar/workshop attended	16	21	0	21
Method Demonstrations	7	95	6	101
Celebration of important days	9	446	4	450
Lecture delivered	837	8961	169	9130
Exposure visits	13	325	28	353
Others (pl. specify)	0	0	0	0
Total	7994	355298	12768	366875

Details of other extension programmes

Particulars	Number
Electronic Media (CD./DVD)	0
Extension Literature	7
News paper coverage	185
Popular articles	24
Radio Talks	-
TV Talks	2
Animal health amps (Number of animals treated)	1 (18)
Telephone helpline	34457
Total	34676

Name of KVK	Message Type	Type of Messages						
		Crop	Lives tock	Weat her	Mar ke-ting	Aw are-ness	Other enter prise	Tota l
	Text only			105		2		107
	Voice only							
	Voice & Text both							
	Total Messages			105		2		107
	Total farmers Benefitted			32227		74		32301

Extension Programmes 2024

Activities	No. of programmes	No. of farmers	No. of Extension Personnel	TOTAL
Advisory Services	22	31781	229	32010
Diagnostic visits	3	50	3	53
Field Day	10	236	6	242
Group discussions	3	82	3	85
Kisan Ghosthi	10	550	6	556
Film Show	274	3348	79	3427
Self -help groups	3	31	59	90
Scientists' visit to farmers field	77	1411	12	1423
Farmers visit at KVK	10439	10439	0	10439
Plant/animal health camps	2	60	3	63
Farm Science Club	0	0	0	0
Ex-trainees Sammelan	1	24	0	24
Farmers' seminar/workshop	12	0	16	16
Method Demonstrations	3	39	1	40
Celebration of important days	5	216	5	221
Lecture delivered	1130	238277	410	238687
Exposure visits	4	129	0	129
Total	11998	286623	832	287505

Details of other extension programmes

Particulars	Number
Electronic Media (CD./DVD)	115

Extension Literature	05
News paper coverage	90
Popular articles	07
Radio Talks	04
TV Talks	05
Animal health amps (Number of animals treated)	2 (60)
Telephone helpline	25238
Total	25466

Name of KV K	Message Type	Type of Messages						
		Crop	Livestock	Weather	Marketing	Awareness	Other enterprise	Total
Hanumangarh-I	Text only	2		15		4		21
	Voice only							
	Voice & Text both							
	Total Messages	2		15		4		21
	Total farmers Benefitted	2935		32010		13316		48261