

## **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

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

#### **Details of other extension programmes**

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

<b>Total</b>	<b>235</b>
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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
<b>Hanum angarh 1</b>	<b>Text only</b>	<b>2</b>	<b>-</b>	<b>98</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>100</b>
	<b>Voice only</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
	<b>Voice &amp; Text both</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
	<b>Total Messages</b>	<b>2</b>	<b>-</b>	<b>98</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>100</b>
	<b>Total farmers Benefitted</b>	<b>70683</b>	<b>-</b>	<b>70000+19000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>159683</b>

## Extension Programmes 2022

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

## Details of other extension programmes

Particulars	Number
Electronic Media (CD./DVD)	-

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

Name of KVK	Message Type	Type of Messages						
		Crop	Livestock	Weather	Marketing	Awareness	Other enterprise	Total
	<b>Text only</b>			<b>109</b>				
	<b>Voice only</b>							
	<b>Voice &amp; Text both</b>							
	<b>Total Messages</b>			<b>109</b>				
	<b>Total farmers Benefitted</b>			<b>22600</b>				

### Extension Programmes 2023

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

Details of other extension programmes

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

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



### 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

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

<b>Name of KV K</b>	<b>Message Type</b>	<b>Type of Messages</b>						<b>Total</b>
		<b>Crop</b>	<b>Livestock</b>	<b>Weather</b>	<b>Marketing</b>	<b>Awareness</b>	<b>Other enterprise</b>	
<b>Hanumangarh-I</b>	<b>Text only</b>	<b>2</b>		<b>15</b>		<b>4</b>		<b>21</b>
	<b>Voice only</b>							
	<b>Voice &amp; Text both</b>							
	<b>Total Messages</b>	<b>2</b>		<b>15</b>		<b>4</b>		<b>21</b>
	<b>Total farmers Benefitted</b>	<b>29 35</b>		<b>3201 0</b>		<b>133 16</b>		<b>482 61</b>