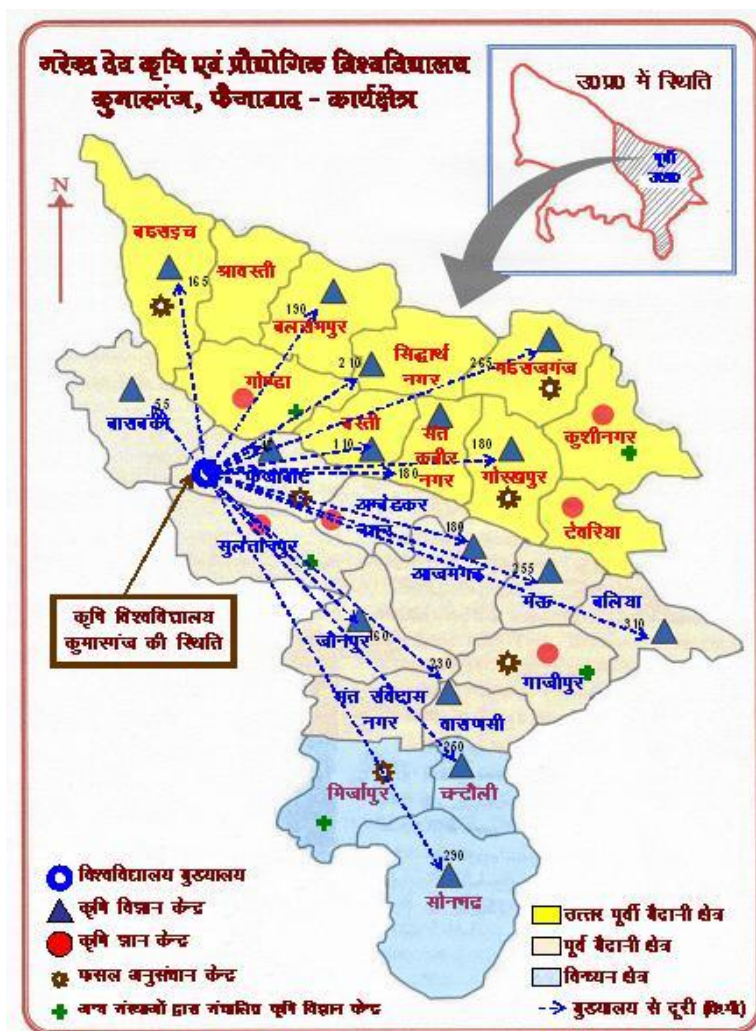


DIRECTORATE OF EXTENSION AT A GLANCE

Outreach of the University

Districts of Eastern UP	28
Krishi Vigyan Kendra	23
Krishi Gyan Kendra	04
Crop Research Station	07



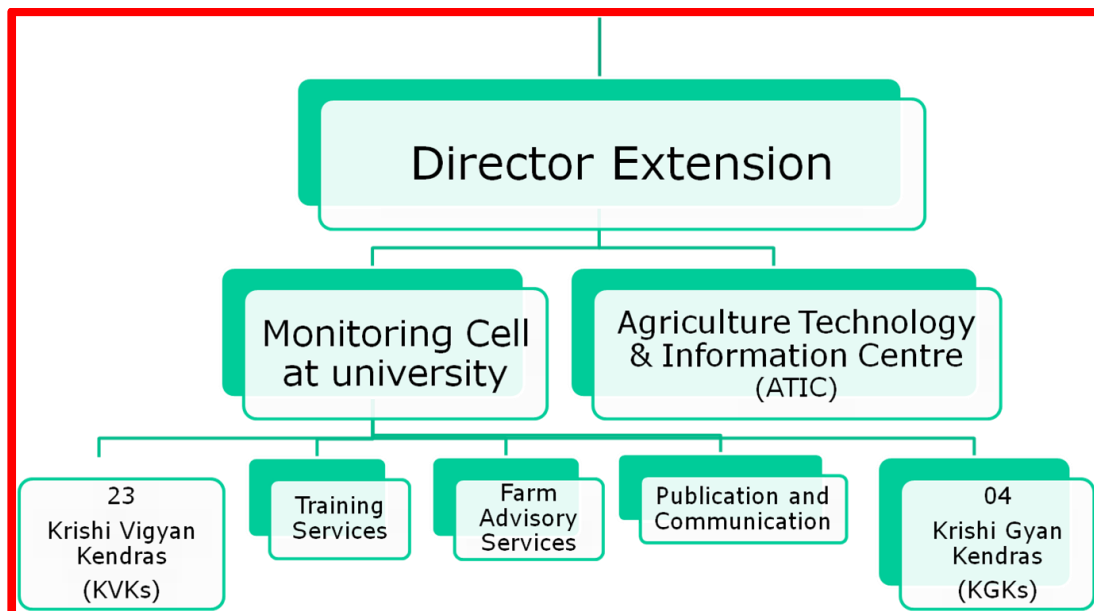
Extension is one of the three major functions of the Narendra Deva University of Agriculture and Technology. The Directorate of Extension inherited its farm advisory services and vocational trainings in 1977 with few Subject Matter Specialists at the University headquarter. Since then, the Directorate has grown into full-fledged into University Headquarter with twenty three Krishi Vigyan Kendras and three Krishi Gyan Kendra located in twenty two districts of Eastern Uttar Pradesh. Directorate of Extension is the hub of whole extension activities of the region. All extension programmes of the University are planned, organized and monitored by the Directorate in close collaboration with different departments of the constituent colleges of the University, different departments of the State Govt., ICAR and other extension agencies.

The Directorate of Extension Education shares the responsibility for planning, implementation and coordination of various extension education programmes of all the departments of six constituent colleges and research stations in close collaboration with the State Departments of Agriculture, Animal Husbandry, Fisheries and other concerned departments and institutions. It conducts a large number of trainings for farmers, livestock keepers, farm women, rural youth, etc. at main campus and at its twenty three Krishi Vigyan Kendras (Farm Science Centres) at Bahraich, Ballia, Basti, Mau, Varanasi, Siddharthnagar, Gorakhpur, Maharajganj, Faizabad, Sonbhadra, Azamgarh, Barabanki, Jaunpur, Chandauli, Balrampur, Ambedkar Nagar, Sant Kabir Nagar, Amethi, Gonda and Sultanpur with the vision of self-reliant, healthy rural populous with rich agricultural knowledge and good marketing intelligence. Directorate also blessed with four Krishi Gyan Kendra financial support of State Government at Amethi, Ghazipur, Gonda and Deoria district. Agricultural Technology Information Centre is also established at the entrance of University headquarter serving as single window service to the farmers.

The main aim of Directorate is to transfer the well proven/tested technology to the farmers (males and females), livestock owners, rural youth, field staff of State Govt. and other personnel engaged in developmental and professional agencies in the sphere of agriculture, animal husbandry, horticulture, home agencies and other allied areas through its well planned, skill-oriented and need based programmes. An excellent collaboration/linkage is maintained with the State Govt. Department of Agriculture, Horticulture, Animal Husbandry, Social Welfare (Woman and Child Development) etc. and non-government organization so that technologies may reach to the beneficiaries at their door steps. The approach is educational with major emphasis on whole farm and family development. Since its inception the university has conceived and implemented a unique system of extension education for transfer of technology to its ultimate users. The Directorate acts as bridge between the research scientist and the farmers and other beneficiaries to provide feedback, therefore, the role of the Directorate is of two fold, i.e., transfer of technologies from scientists to the ultimate clients through field functionaries and to find out the problems of the field to be passed on to various research departments for working on a solution to the problem.

Due to the arduous hard work during the past forty one years of the University, the State has traversed new paths of progress in the area of farming and it has become almost self sufficient on the food front. Harvests have become plentiful and the socio-economic status of the farming community has undergone a sea change. During its legendary journey, the University's extension model in front line areas has been recognized nationally and internationally.

Governance of the Directorate



Agriculture Technology Information Centre (ATIC)

Agricultural Technology Information Centre is a single window delivery system of the University from where the farmers can purchase the required inputs and also get latest technology related to different aspects of agriculture. Scientists/Subject Matter Specialists of different constituent colleges also provides solution of farmers' problem at ATIC with the objectives:

- Providing single window delivery system of all agricultural inputs and technology to the farmers.
- Diagnostic services related to agriculture and allied fields.
- Seeking feedback from farmers.
- Help Line Service to the farmers.

The University is implementing major projects/programmes in order to facilitate strong linkages with the farmers directly and also through various line departments and agencies involved in transfer of technology task. The Director Extension is the Chief Executive of the Directorate. He is assisted by one Additional Director, One Senior Extension officer, One Associate Director, three Extension Specialists, nine SMSs and supporting staff. The Directorate is disseminating the technically feasible, economically viable and socially acceptable agricultural technologies among the rural people and stake holders in the best possible manner. It is serving through Farm Advisory, Information and communication Services, Training and Agricultural Technology Information Centre (ATIC) as given here under;

Details of activities conducted at ATIC

S.No.	Information category	No. of farmers benefitted
1.	Kisan Call Centre / other Phone calls from farmers	595
2.	Visited Farmers	2757
3.	Published material sold	156

Human Resource Development Training organized at Directorate

S.No.	Information category	Course	Participants
1.	Farmers Training	5	190
2.	HRD Training (KVKs scientists)	3	67
3.	National Training	1	80
4.	Farmers Exposure Visits	1	23

Technology Products Provided

S.No.	Product	Beneficiaries	Value (Rs)
1.	Books sold	86	2112
2.	Technical Inventory member	105	23100
3.	Diary/Tech. Bulletin	800	120000
4.	Tech. Product Vermi Compost (Kg)	375	1875

Extension Planning and Execution:

- KVKs selects five villages, one each named as '*Adrash Krishi Gaon*' in five blocks (One village in each block) have been selected in each district to carry out all the extension activities keeping in view saturating whole villages with latest technologies in a holistic approach. To make the system more effective and viable, mobile numbers of selected farmers of front line demonstration (FLD) and on farm trials (OFT) programmes have been kept for record purposes. Similarly, Vocational Trainings schedule has been

uploaded on university website for public domain so that needy farmers or youths may get acquainted about the programme to be organized in near future.

- All the Subject matter specialists (SMS) /Programme Assistants (PA) visited the selected village on every Thursday and Friday of a week and conducted various extension activities for speedy technological dissemination.
- Farm Production is one of the major activities of the KVK. Therefore, Farm Management Committee (FMC) on each KVK has been constituted to advise and monitor farm activities and provide suggestion to improve the productivity/revolving fund of the KVK farms. Farm Management Committee includes, Programme Coordinator as chairman, all subject matter specialists as member and farm manager as member secretary.

Distribution of KVKs and KGKs

Area of Jurisdiction : 28 Districts of Eastern U.P.

No. of KGKs : 4 districts

Total Number of KVKs :

Under NDUA&T 23

Under ICAR Institute 03

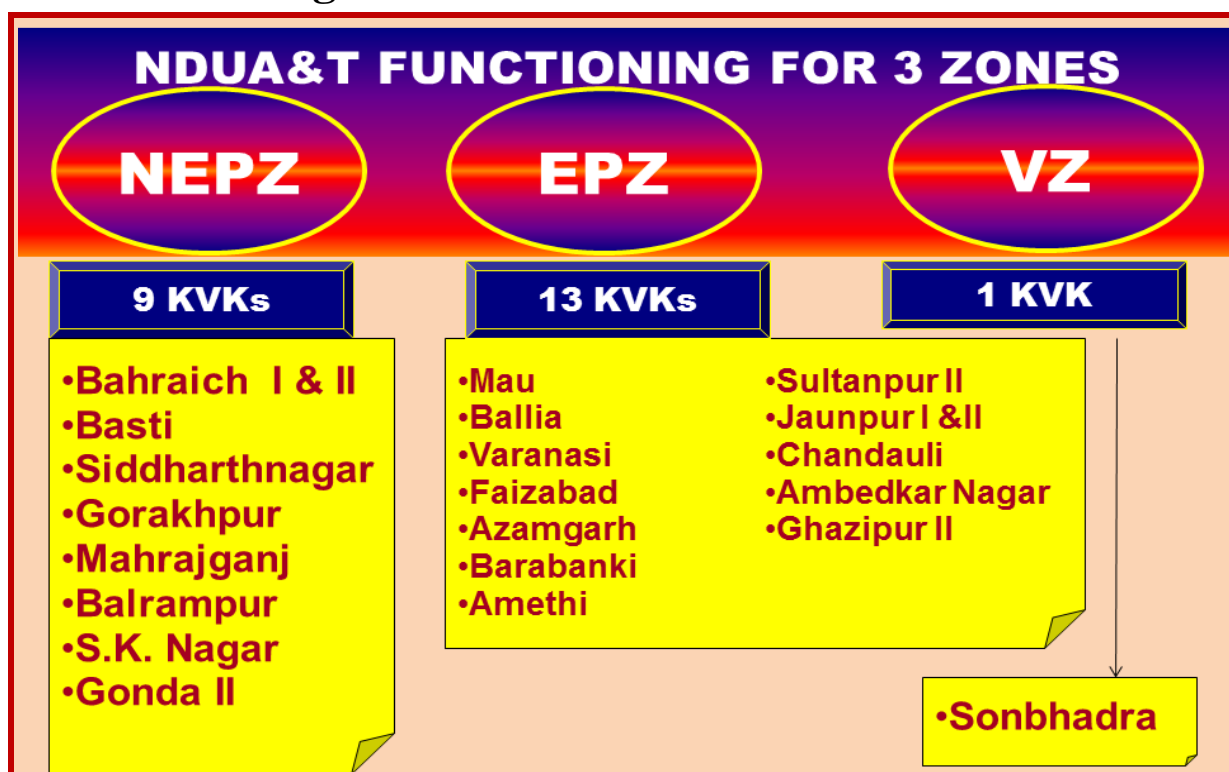
Under NGOs 04

Under BHU 01

Proposed New KVK 02 (Shravasti & Azamgarh)

Additional KVKs 07 (Amethi, Gonda II, Bahraich II, Sultanpur II, Jaunpur II, Gorakhpur II and Ghazipur II)

Agro-climatic zones in U.P. : 9



Year of Establishment

Year of Establishment	Name of District under which KVKs were established
1982	Directorate of Extension Estd.
1985	Bahraich and Basti
1989	Ballia and Mau
1990	Varanasi
1992	Siddharth Nagar
2004	Gorakhpur, Barabanki, Mahrajganj, Faizabad, Sonbhadra and Azamgarh
2005	Balrampur, Jaunpur and Chandauli
2009	Santkabir Nagar
2011	Ambedkar Nagar
2018	Amethi, Gonda, BahraichII, JaunpurII, Ghazipur II, SultanpurII
KGK	Deoria, Ghazipur, Gauriganj and Gonda
Total	27 (23 KVK + 4 KGK)

Land Use pattern of KVKs (ha)

S. No.	Name of KVKs	Total Area	Area under cultivation	Area under building road channel etc.
1.	Ambedkar Nagar	18.33	1.00	17.33
2.	Ayodhya	19.40	18.20	1.20
3.	Azamgarh	7.50	5.50	2.0
4.	Bahraich	13.60	7.80	5.80
5.	Ballia	9.40	7.00	2.40
6.	Balrampur	16.32	8.32	8.0
7.	Barabanki	12.90	11.50	1.40
8.	Basti	20.00	14.40	5.60
9.	Chandauli	8.00	6.70	1.30
10.	Gorakhpur I	13.10	7.80	5.3
11.	Jaunpur	7.20	4.00	3.20
12.	Mahrajganj	8.35	8.00	0.35
13.	Mau	22.20	4.00	18.20
14.	Sant Kabir Nagar	16.5	2.00	14.5
15.	Siddharth Nagar	16.40	16.00	0.4
16.	Sonbhadra	10.05	8.00	2.05
17.	Varanasi	12.35	8.20	4.15
	Total	231.60	138.42	98.58

Manpower at KVKs

Designation	Sanctioned	Filled-up	Vacant
Senior Scientist & Head	23	23	00
Subject Matter Specialists	138	88	50
Farm manager	23	16	07
Computer Programmer	23	23	00
Programme Assistant	23	13	10
Assistant	23	23	00
Jr Steno/Comp. Assistant	23	23	00
Driver cum mechanic	46	46	00
Supporting Staff	46	29	17
Total	368 (100)	284 (77.17)	84 (22.83)

Sources of Funds

S. No.	Funding Agencies/ Organizations	Programs/Projects
1.	Indian Council of Agricultural Research (ICAR)	Krishi Vigyan Kendra, Agricultural Technology Information Centre (ATIC)
2.	Rastriya Krishi Vikas Yojana under Department of Agriculture	Nutri-Farm Project, Strengthening of KVKs Tribal development
3.	University Resources	Farmers Fair / Exhibition, Publication
4.	Government of Uttar Pradesh	T & V Program, Transfer of Technology (TOT), Farmers Help Line Services, Krishi Gyan Kendras, Farmers Scientist Interaction, Center of Excellence, Doubling Farmers Income

Sources of Information Exchange for Farmers' (ATIC)

Provided through	Number of Beneficiaries				
	2014-15	2015-16	2016-17	2017-18	2018-19
Year					
Kisan Call Centre / Other calls	863	729	1210	2242	2478
Farmers Visited	2563	2326	2607	2483	2784
Others (SMS alert)	142	253	356	453	794
Total	3568	3308	4173	4578	6056

On Farm Trials by KVKs on various thematic areas

Item	Enterprizes	Technologies Thematic Areas
Crops	Wheat	Integrated Nutrient and Crop Management, grain storage, Zero Tillage
	Paddy	Integrated Pest and Disease management, Crop Diversification, DSR, SRI, brown manuring
	Mentha	Weed management
Vegetables	Elephant foot yam	Intercropping
	Brinjal	IPM
	Okra, potato, bottle gourd	Relay cropping
Fruit crop	Guava, mango	Intercropping, Pruning management rejuvenation of old orchard
Pulse	Lentil chick pea	RCT and Integrated pest management
Livestock	Cow and Buffalo	Nutrition Management, Breeding management, disease management, milk production
Others	Fisheries	Composite fish culture, integrated fish farming

DEMONSTRATIONS

- Newly released varieties of different crops
- SRI, Drum Seeding and DSR methods of rice establishment
- Use of bio fertilizers and bio pesticides (Azotobacter, Blue Green Algae, Phosphorus Solubilizing Bacteria, Rhizobium culture, Nuclear Polyhydrosis Virus, Tricho card, Pseudomonas)
- Resource Conservation Technology (ZT, SRI, DSR)
- Precision Agriculture by weather forecasting
- Integrated fish farming
- Milk Production

SUCCESSFUL ADOPTION

- Paddy : Swarna Sub 1, Sambha Sub 1, NDR 97, NDR 118, NDR 2065
- Wheat : NW 1012, NW 1014, HD 2967
- Lentil : Narendra Lentil 1 and 2
- Pigeon pea : NDA 1 and 2
- Mustard : NDR 8501, NDRE 4
- Haldi : Narendra Haldi-1
- Bottle Gourd : Narendra Shiwani, Narendra Rashmi
- Bael : Narendar Bael 5 & 7
- Aonla : Narendra Aonla 7, 9 & 10
- Sugarcane : Co 0238

Various Demonstration Units Functional at KVKs

S. No.	Name of KVKs	Crop cafeteria	Hort. unit	Fisheries	Goatry	Poultry	Bee keeping	Mushroom	Vermi compost	NADEP	Azola	Fodder	Implements
1	Bahraich	√	√	√			√	√	√	√		√	√
2	Basti	√	√		√			√	√		√	√	√
3	Ballia	√	√				√		√	√	√		√
4	Mau	√	√	√		√	√	√		√	√	√	√
5	Varanasi	√	√	√	√		√		√	√		√	√
6	Siddharthnagar	√	√			√	√	√	√	√	√	√	√
7	Gorakhpur	√	√		√			√		√	√	√	√
8	Maharajganj	√			√					√	√	√	√
9	Ayodhya	√	√	√	√	√	√		√		√	√	√
10	Sonbhadra	√	√				√		√	√			√
11	Jaunpur	√	√	√	√		√		√	√	√		√
12	Chandauli	√	√				√		√	√	√		√
13	Barabanki	√		√	√	√	√		√		√	√	√
14	Azamgarh	√	√		√	√	√	√	√	√	√	√	√
15	Balrampur	√		√	√			√	√	√		√	√
16	Santkabir Nagar	√					√	√	√	√	√	√	√
17	Ambedkarnagar	√		√			√		√	√	√	√	√
	Total	17	13	08	09	05	13	08	14	14	13	13	17

Revolving Fund Status of KVKs (lakh Rs)

KVK	2014-15	2015-16	2016-17	2017-18	2018-19
Sidharthnagar	25.01	38.91	42.57	46.89	51.17
Basti	22.22	24.40	28.47	30.76	33.06
Barabanki	10.16	18.12	22.95	22.65	21.83
Chandauli	6.31	11.43	13.53	15.37	17.57
Jaunpur	21.41	9.70	12.40	12.96	14.75
Ballia	3.40	4.11	6.89	5.45	3.33
Gorakhpur	3.84	3.61	6.38	6.31	6.33
Varanasi	4.56	4.97	6.12	5.79	3.37
Balrampur	6.26	6.79	5.07	5.19	4.09
Bahraich	4.79	3.93	3.97	5.32	6.94
Sonbhadra	1.55	2.40	3.29	3.17	1.11
Azamgarh	3.11	2.10	3.02	3.16	1.16
Maharajganj	1.36	2.36	2.54	3.85	4.05
Faizabad	1.91	1.80	1.91	2.63	3.96
Mau	1.85	1.76	1.87	1.69	2.15
Ambedkar Nagar	0.17	1.71	1.71	1.73	2.00
Total	103.17	122.04	144.38	151.37	155.50
Avg.	7.85	9.09	10.60	10.81	11.10

Source: As per the bank book records of respective KVKs

Achievements

- Total area of land under 23 KVKs are 311.73 ha, out of which 191.42 ha (61.41%) is under crop cultivation and rest 120.31 ha (38.59%) area is under buildings and other demonstration unit.
- Demonstration units like vermi-compost, NADEP, bee keeping, mushroom, poultry and other units have established at various KVKs.
- Proposal for demand of fund for construction of boundary wall of newly established KVK has been raised from ICAR.
- PFMS module for making payment is fully operational, and all payments are being made through PPA (Print Payment Advice)
- Establishment of new training and demonstration farm at main campus (2.3 ha) for the purpose of crop cafeteria, farmers visit, demonstration and quality seed production.
- Face lifting of KVKs via repair and maintenance, white washing, gardening etc.
- Rs 20.00 crores have already been released for face upliftment of KVK Basti, Barabanki, Varanasi, Bahraich, Gorakhpur, Siddharth Nagar and Ayodhya under RKVY project.
- Another project proposal of worth 20 crores has been submitted to RKVY for strengthening and infrastructural development of other seven KVKs.
- A project on “Development of Tharu community through backyard poultry and goat husbandry” worth Rs 2.0 crore has been approved under RKVY scheme at KVK Balrampur and Bahraich II
- Ten Vehicles (Bolero SLE) has been purchased for five new KVKs namely Amethi, Nanpara, Gonda II, Jaunpur II & Sultanpur II; and five for old KVKs namely Basti, Barabanki, Gorakhpur, Azamgarh and Mahrajganj.
- Fund of Rs 2.40 crores received from ICAR for construction of administrative building of three newly established KVKs. Construction is under progress at KVK Amethi, Bahraich II and Gonda II.
- Fund of worth Rs. 9.0 crores has been earmarked by Govt. of UP for six Centre of Excellence to be established at Gorakhpur, Balrampur, Mau, Varanasi, Chandauli and Sonbhadra.
- Another 7.5 Crore has been earmarked by State Govt on Doubling farmers’ income at Five districts Bahraich, Gorakhpur, Mau, Ayodhya and Deoria.

Special programmes at KVKs

- Crop Residue Management (CRM)
 - Operating at 07 KVKs namely Azamgarh, Jaunpur, Varanasi, Siddharth Nagar Barabanki, Mahrajganj and Chandauli.
 - Equipments like happy seeder, reversible MB plough, residue chopper cum shredder has been purchased and are being utilized by KVKs.
- Niche Area of crop resilient agriculture (NICRA) at 04 KVK namely Sonbhadra, Gorakhpur, Mahrajganj and Bahraich.
- District Agro-metrology unit (DAMU) at 07 KVKs namely Balrampur, Gorakhpur, Azamgarh, Chndauli, Jaunpur I, Sonbhadra and Siddharth Nagar.
- CSISA project funded by CIMMYT is operational at 18 KVKs except Gonda II, Bahraich I & II, Jaunpur II and Sonebhadra.
- Tribal Sub-plan at 03 KVK namely Balrampur, Nanpara and Sonbhadra.
- Schedule caste Sub Plan at 03 KVKs namely Ayodhya, Chandauli and Sonbhadra

Success Stories/Case Studies

Entrepreneurship Development through Mushroom Cultivation

Activities Undertaken	No. of Participants	No. of Unit Established in district	Entrepreneurship development				Improvement in livelihood of farm families (No.)
			Employment generated (90 days)		Net income (Rs/unit)		
			2013-14	2018-19	2013-14	2018-19	
Training & Awareness	380	42	285	11340	7000	82500	126
Demonstration	60	25	194	6750	8600	98100	92
TOTAL/AV	440	67	479	18090	7800	90300	218

Successful Farmers

No. of Unit

Av. Net Income (Rs/annum)

Akhilesh Rai, Akma

01

65000/-

Vipin Vihari, Jhirua Kamalpur

03

42700/-

Atul Maurya

01

52000/-

Prahlad Chauhan (Oyster mushroom)

01 (70 bags)

28000/-

Entrepreneurship Development through Mushroom Cultivation



**Mr. Vipin Vihari , Vill.- Jhiruwa Kamalpur,
Block – Thekma, Azamgarh**

**Mr. Akhilesh Rai, Vill.- Akma
Block – Tahbarpur, Azamgarh**



Entrepreneurship Development through Beekeeping

Activities Undertaken	No. of Participants	No. of unit established in district	Entrepreneurship development (2013-19)				Improvement in livelihood of farm families (No.)
			Employment generation (man days)		Av. Income (Rs) 10 bee boxes per unit		
			Before	After	Before	After	
Training	320	14	4	85	35000	280000	80
Demo	40	22	28	120	52500	440000	125
Sponsored trainings under Honey Mission	200	135	0	800	0	2700000	200

Successful Farmers: Mr. Rajesh Yadav, Gelwara: No. of Unit – 300 Av. Net Income Rs: 1000000/ Annum
 Mr. Pradeep Yadav, Hafizpur: No. of Unit – 20 Av. Net Income Rs: 26000/ Annum
 Mr. Paritosh Tripathi Hafizpur: No. of Unit – 25 Av. Net Income Rs: 32000/ Annum



Entrepreneurship Development through Backyard Poultry (Kadaknath)

Activities Undertaken	No. of Participants	No. of Unit Established in district	Entrepreneurship development				Horizontal spread in district
			Employment generated (man days)		Income (Rs) Per unit 20 birds		
			2013-14	2018-19	2013-14	2018-19	
Training & Awareness	75	25	0	850	0	630000	40
Demonstration	20	8	0	410	0	264000	22

Firms: Kadaknath Vikas Kendra, Matwarganj : No. of Birds – 6000 Av. Income Rs: 350000/ annum
 Joya Poultry Farm, Saraimeer : No. of Birds - 3800 Av. Income Rs: 230000/ annum
 Sri Nath Poultry : No of Birds - 1500 Av. Income Rs : 21000/ annum



Future Thrust

- Establishment of two new KVKs at Azamgarh II and Shravasti is under progress.
- 50 Acre of additional land will be brought under cultivation for seed production and mother block of orchard in upcoming calendar years.
- Immediate need of renovation of KISAN BHAWAN at KVKs is needed for the visiting farmers.

Issues need to addressed

- Upgrading AGP of SMS from Rs 5400 to Rs 6000.
- NPS Deductions for those employees who have joined university after April 2005 are not being done.
- Government is not providing pension funds to the retired employees of KVKs.
- Employees are having fear of unsecured future.
- CAS to all SMS of KVKs

Infrastructure Facilities Required at KVKs

- Solar pump and street light
- Mini seed processing unit
- Furniture and fixture
- Maintenance of buildings
- 60-65 HP tractor with residue management implement.
- Vehicles

Strength

- Large coverage and presence in 21 out of 26 districts as area jurisdiction.
- Increasing literacy rate of farming community.
- Strong coordination with extension officials of line departments.
- Strong linkage with Primary stakeholders.
- Linkage helps in farmers to adopt new technology and realize higher incomes.
- Eastern UP is rich in soil quality, irrigation and natural resources.
- Availability of competent scientific team to solve the farm production problems.
- Our KVK staff is not attached to university/HQ.

Weakness

- Lower productivity due to usar with pH up to 10, wetland, Flood prone area, extreme variation in soil type.
- KVKs having Farms with no fencing, attack of bule bulls.
- Scarcity of resources.
- Less manpower to cover entire district development.
- KVKs are situated far away from district head quarter in remote places.
- Poor service of e-connectivity server, telephone and transport services along with schooling and health facility.

Opportunity

- Unexplored bio diversity with respect to vegetable and pulses crop.
- Out of seven aspirational districts are in eastern UP having enormous full potential which can be tapped
- Scope for growing very fine varieties of rice, for its milling, packaging and value addition.
- Scope for processing, packaging and marketing of Agricultural produces through KVKs.
- Scope for application of low cost farm production technologies.

Threats

- Deterioration of soil health due to indiscriminate use of chemicals.
- Lower income of farming community impeding the improved technology.
- Wild and stray animals are big challenge for diversification of high value crops.
- Small and fragmented land holdings with no or insufficient irrigation facilities.
- Poor literacy and health facilities