

Directorate of Extension

The Acharya Narendra Deva University of Agriculture and Technology adopted integrated system of teaching, research and extension, which emphasizes a balanced approach to the discovery of the new knowledge and skills, imparting that knowledge to the youth of the country and its application by the farmers who form the backbone of India's economy. The University is committed to all round development in the country in general and Eastern Uttar Pradesh in particular through its concerted efforts and innovative education, research and extension programmes. During last 45 years of its legendary journey, the University's extension model in front line areas has been recognized nationally and internationally.

The Directorate of Extension is actively involved in transfer of technologies emerging out of research laboratories to the farmers' field and getting feedback for further refinement. Extension activities are now being carried out by the Directorate of Extension through 25 Krishi Vigyan Kendras (KVKs) and 4 KGKs located in different districts of Eastern Uttar Pradesh.

Vision

Self-reliant, healthy rural populous with rich agricultural knowledge and good marketing intelligence.

Mission

- To bridge the agricultural technology gap at grass root level.
- To educate rural people to attain/participate in agriculture and rural development.
- To create awareness about health, hygiene, environment and bio-diversity conservation for sustainable development.
- To link farmer with newly emerging globalized world by providing them information and guidance.
- To develop a system of effective research and extension linkages.
- To generate employment in the field of agriculture and allied disciplines.
- Integration of IT in rural system for overall development of rural population

Mandate

Organization of farm advisory services at the doorsteps of the farmers in the state.

- Agricultural technology transfer using different extension methodologies.
- Imparting trainings for capacity building of human resource.
- Act as a link between researcher and farmer to develop demand driven technology in the state.
- Provide services to the farmers of the state through single window.
- Facilitation in planning, implementation, execution and monitoring of the agricultural development in the state.
- Encouraging the rural population to work in groups for their own development and development of the State.

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 get latest technology related to different aspects of agriculture. Various Scientist/Subject Matter Specialist of different constituent colleges also provide solution of farmers' problem at ATIC. The main objective of ATIC is to provide 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; and providing help line services to the farmers.


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Rural Agricultural work experience and Agro-Industrial Attachment Programme (RAWA & AIA)

A course entitled "Rural agricultural work experience and Agro-Industrial attachment programme" is run in the college of Agriculture for B.Sc. (Hons.) Ag. IV year students in the first semester to develop an understanding among students about rural life to acquaint them with different situations prevailing in the village with special reference to agriculture. This course has been instrumental in creating a huge impact in raising general awareness among farmers about novel methods and techniques used in farming at present. This course also helps students to get familiar with socio-economic situations prevailing in the village to provide an opportunity for practical training in crop production through work experience.

Different villages were selected for this purpose and allotted to groups comprising 5 to 6 students per village in different districts where students made survey of their allotted villages and made farmers aware about scientific cultivation, recent technologies, seed quality, advanced agricultural equipment, plant protection techniques, crop production, marketing of produce, importance of literacy and improvement in their living standard which proved highly beneficial in raising economic condition, literacy rate, social status, entrepreneurship and cultivation practices etc. of farmers.

Students were extensively demonstrated and trained in swachhta programme of actions under "Swacch Bharat Abhiyaan". They were made sensitized on gender issues under "Beti Bachao Beti Badhao". Awareness generation programmes for girls on sanitization, cleanliness and security issues for their all-round development. Vocational trainings and Skill development programmes in rural extension carried out for securing livelihood and made aware for improving life standard measures.



Hon'ble Chief Minister Yogi Aditya Nath Singh, Agriculture Minister Sri Surya Pratap Shahi and other delegates released *Purvanchal Kheti* magazine on the occasion of Farmers' fair organized by the University on 20-22 December, 2020


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Hon'ble Agriculture Minister Sri Surya Pratap Shahi Ji delivering speech on the occasion of Progressive farmers, Agri journalist and Scientists Meet at Krishi Vigyan Kendra, Basti on 17 July, 2020



Hon'ble Vice Chancellor Dr. Bijendra Singh and Director Extension Prof. A. P. Rao and other delegates released *Purvanchal Kheti* magazine on the occasion of Farmers' fair under Crop Residue Management programme organized by the University on 20-22 December, 2020

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Hon'ble Vice Chancellor Prof. J. S. Sandhu and Sri Harish Dwivedi, Member of Parliament graced the occasion of Progressive Farmers Sammelan at KVK Basti on 25 February, 2018



Hon'ble Cabinet Minister Textiles and Information and Broadcasting, GOI Smt Smriti Jubin Irani Ji and UP Agriculture Cabinet Minister Sri Surya Pratap Shahi Ji alongwith other distinguished delegates released *Purvanchal Kheti* magazine on the occasion of *Bhoomi Poojan* and laid Foundation Stone at newly sanctioned KVK Amethi on 13 April, 2018

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Hon'ble State Agriculture Cabinet Minister Sri Surya Pratap Shahi Ji, Member of Parliament Smt Meneka Sanjay Gandhi Ji alongwith Vice Chancellor Dr. Bijendra Singh and other distinguished delegates laid Foundation Stone at newly sanctioned KVK Sultanpur II on 03 October, 2020



Hon'ble Vice Chancellor Prof J.S. Sandhu, Dean and Director of the University visited newly established Agriculture Technology Park at campus

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Hon'ble Vice Chancellor Dr. Bijendra Singh addressing farmers about ill effect of residue burning and *in-situ* management of crop residue during famers training programme at KVK Sultanpur on 12 October, 2019



Skill oriented training on jaggery processing and value addition to migrant women of Covid period at KVK Basti during 04 -06 August, 2020

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Practical training provided to the students at main experiment station farm of the University



Scientist – Village Panchayat Officials interaction at KVK Ayodhya


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