

## **A DETAILED NOTE ON KRISHI KALYAN ABHIYAN FOR PRABHARI OFFICERS**

The Ministry of Agriculture and Farmers Welfare launched Krishi Kalyan Abhiyan from 1<sup>st</sup> June 2018 to 15<sup>th</sup> August 2018 in 112 aspirational districts of the country. The program was focused on giving a boost to agriculture and allied activities in these aspirational districts. An action plan comprising of activities of the three departments viz., DAC&FW, DAHD&F and DARE was implemented during this period with Krishi Vigyan Kendras as the nodal point. Considering its overwhelming response, Krishi Kalyan Abhiyan Phase II will be launched from 2<sup>nd</sup> October, 2018 to 25<sup>th</sup> December, 2018 in 117 Aspirational districts involving all States.

2. The following activities will be undertaken during KKA-II:

- (i) Distribution of Soil Health Cards to farmers.
- (ii) Distribution of free Mini Kits of pulses and oilseeds
- (iii) FMD Vaccination of Bovine
- (iv) PPR Vaccination of Sheep and Goat
- (v) Artificial Insemination
- (vi) Distribution of Agricultural Implements
- (vii) Training programmes in each of the villages by ICAR/KVKs which will inter alia include following allied activities:
  - Bee Keeping
  - Mushroom cultivation
  - Kitchen garden (preferably of women)
  - Other relevant income generating activity
- (viii) Demonstrations on Micro Irrigation/Integrated Farming System in KVKs – with participation of at least two farmers per village.

(ix) Awareness Camps / Programme for PMFBY in each village to cover non-loanee farmers.

(x) Making 20 NADEP / Vermi Compost in each village.

(xi) Development of Gramin Haats. (to be implemented in convergence with MGNREGA).

(xii) Distribution of Horticulture / Agro Forestry/Bamboo plant @ 5 per family (location appropriate) to 100 families per village.

### **3. Detailed information about the activities:-**

#### **I. Soil Health Card Scheme**

To maintain soil resource in good health and to enable farmers to realize optimum yields at lower cost with minimum damage to the environment, a flagship scheme on Soil Health Card was launched by Hon'ble Prime Minister on 19<sup>th</sup> February, 2015 with an aim to assist state government to provide Soil Health Cards for all farm holdings across the country at an interval of 2 years.

Soil health card provides information to the farmers on fertility status of their soils to enable them to apply soil health card based recommended balanced doses of fertilizers in an integrated way.

Methodology and Techniques:

A 3 tier approach viz soil sample collection, laboratory investigations and printing & distribution of soil health cards are being adopted which comprises of:

- Collection of GPS based composite surface soil samples at a grid of 2.5 ha in irrigated area and 10.0 ha in un-irrigated area across the country in a participatory mode involving farmers.
- Analysis of 12 soil health parameters viz primary nutrients (NPK), Secondary nutrients (S), Micro nutrients (Zn, Mn, Fe, Cu, & B) and pH, EC & OC using standard techniques.
- Entering spatial analysis of the grid data on the SHC portal for automatic crop wise balance doses of fertiliser recommendations and generation of soil health cards, adopting a uniform format.

- The Soil Health Card Scheme is to be implemented in the identified village in saturation made. The farmers will be distributed balance SHCs by the end of campaign.

#### **Check Points for Reviews:-**

- (i) Whether targets for villages fixed.
- (ii) Action Plan for collection, testing and distribution finalized.
- (iii) Verifying distribution of SHC at village level.
- (iv) Generating awareness about utility of SHC on optimizing fertilizers use.

#### **II. Minikit Distribution:**

- Minikits of Pulses & Oil seeds are to be distributed as per the availability of recommended variety, location specific.
- All the minikits will be distributed free of cost to farmers through district administration.
- District-wise targets will be set by the Department and the same will be populated from back office by web support team at KVK portal.

#### **Check Points for Review:-**

- (i) May ascertain the availability of Minikits as per targets fixed.
- (ii) Ensuring timely distribution for Rabi Season, 2018-19.
- (iii) Verify distribution at village level.

**III. FMD Vaccination:- Foot and Mouth Disease (FMD)** is a highly contagious disease affecting livestock and is characterised by fever, formation of vesicles and blisters in the mouth, hooves, skin between the toes, udder and teats. Prevention is known to be a dependable method of dealing with FMD. The disease adversely affects the production potential of the animals. This programme of vaccinating bovines against FMD covers all bovine population in the selected villages. Under KKA, 100% coverage is to be ensured. However, as the vaccination is 6-monthly, coverage should not disrupt the normal vaccination cycle.

**IV. PPR Vaccination:- Peste des Petits Ruminants (PPR)** also known as Sheep and Goat Plague, is a highly contagious disease affecting small ruminants characterised by fever, mouth lesions, diarrhoea, pneumonia and often death. This programme of vaccinating goats and sheep

against PPR covers all sheep and goats in the selected villages. Under the KKA, 100% coverage is to be ensured.

**Check List for Review:-**

- (i) Whether sufficient vaccines for FMD/PPR available.
- (ii) Whether village wise action plan finalised.
- (iii) Verification at the village level to ensure that Vaccination is undertaken in saturation mode.

**V. Artificial Insemination (A.I)**

India has a bovine population of 300 million ( Cattle - 191 million and Buffalo – 109 million) as per 19<sup>th</sup> Livestock census 2012. Out of 191 million cattle population, 20% are exotic and crossbreds (39 million) and about 80% belongs to indigenous and non-descript breeds which are mostly low yielders. A normal Indian cow with a poor farmer barely gives 1 to 2 litres per day. Hence the productivity of our Indigenous cattle needs to be enhanced by adopting appropriate breeding technique. The key strategy for increasing the productivity is by adopting Artificial Insemination (A.I). A.I. plays a vital role in improving the productivity of cattle by upgrading the genetic potential which in turn results in increased milk production.

As a part of conservation and development of Indigenous Breeds, artificial insemination with semen of high yielding indigenous breed (HYIB) bulls will be carried out for enhancing the productivity of our native breeds. Under this programme, artificial insemination of at least 100 breedable bovines in each of the 25 villages in every Aspirational district will be undertaken.

**Check list for review:**

- (i) Whether AI semen available in sufficient quantity and of required breeds.

100 breedable bovines per village will be covered through AI with high yielding indigenous breed semen meeting standards and specifications given in the guidelines of the scheme. Taking conception rate as 33% about 300 AI per village will be performed for covering 100 breedable bovines.

Accordingly, every district has been directed to carry out 300 A.I per village with High Yielding Indigenous bull semen doses ( 10% extra over number of A.I.). Funds have been released to States to procure semen doses to undertake free door step A.I. Semen of high yielding indigenous breeds viz. Red Sindhi, Gir, Sahiwal are being used for A.I .

- (ii) Whether Village Wise action plans finalised
  - (a) AI technicians will deliver AI services at the farmers' doorstep free of cost and the incentive money for the technicians will be provided after verification of data on Information Network for Animal Productivity & Health (INAPH) data base.
  - (b) AI technicians will perform AI following SOPs formulated by Government of India. The MSP for HYIB semen shall be from bulls with dams standard lactation milk yield of 3000 kgs and above.
  - (c) Instructions had already been issued to concerned Districts to give wide Village wise publicity through distribution of leaflets, pamphlets, wall writing etc.
- (iii) Verification of progress in the field
  - (a) All the animals covered under AI will be identified using UID and their data will be uploaded on INAPH data base through tablets supplied under Pashu Sanjivni component of RGM. All the animals covered will also be issued Animal Health Cards -*Nakul Swasthya Patra* .
  - (b) Daily report on AI and vaccination for 25 villages will be consolidated by concerned District Veterinary Officer (DVO) and sent to I/C KVK for uploading on the KKA portal.
  - (c) Block Animal Husbandry Officer will monitor the activities in identified villages on weekly basis and will visit all selected villages at least once in a week to verify the progress.

## **VI. Distribution of Agriculture Implements**

- Under the Sub-Mission of Agriculture Mechanization Agricultural Implements and Machinery are distributed to willing farmers and subsidy is provided through centrally sponsored and central sector schemes.
- KKA activities under farm mechanization help to enhance the Farm Mechanization level in the aspirational districts which will help the farmers to complete the agricultural operations timely.
- Target of distribution of 10 to 20 no. of agricultural machinery and equipment per village.
- Beneficiaries will be selected by District Administration/State Agriculture Department.

### **Check list for Review:-**

- (i) Whether transparent process for selection is being followed.
- (ii) Whether budget is available for the subsidy component.
- (iii) Verification of distribution at field level.
- (iv) Whether quality agricultural implements and machinery is being provided.

## **VII. Training:**

The Krishi Vigyan Kendras (KVKs) of Aspirational Districts have been entrusted with organizing atleast 3 one-day training programmes on Beekeeping, Mushroom Production, Kitchen Gardening, Vermicomposting and any other theme relevant to the concerned village for at least 50 farmers for each session from each of the 25 villages of Aspirational Districts. The training programmes are to be organized in the villages at pre determined dates.

### **Check list for review:**

- (i) Whether a training schedule village wise has been finalised.
- (ii) Verification of ongoing training programme.

## **VIII. Demonstrations on Micro Irrigation/Integrated Farming System in KVKs – at least two farmers per village.**

Under this activity, demonstration of models of Micro Irrigation/Integrated Farming System is to be undertaken in Krishi Vigyan Kendras. Separate budget is being provided by DAC&FW to setup demonstration units of Micro Irrigation in those KVKs which are not having such units. In each KVK, demonstrations/ training programme will be undertaken with

participation of atleast two farmers from each village. The objective is to ensure adoption of Micro Irrigation/ integrated farming by the participants.

**Check List for Review:-**

- (i) Whether drip/sprinkler prototype available for demonstration in each KVK.
- (ii) Progress on conduct by Trainings/demonstrations.

**IX. Awareness Camps / Programme for PMFBY in each village**

Pradhan Mantri Fasal Bima Yojna is one of the flagship schemes of the Government of India. It provides comprehensive crop insurance to the farmers against crop yield losses caused due to various natural calamities and other mis-happenings. The Government targets to cover atleast 50% of cropped area under Pradhan Mantri Fasal Bima Yojana by 2019-20.

One of the biggest challenge is to increase the coverage of non-loanee farmers. As per the revised guidelines, 0.5% of gross premium paid to Insurance Companies has to be utilized for awareness generation.

This fund will be used to organize camps at villages to increase coverage. The proposed activity intends to spread awareness about the scheme in order to achieve the target.

**Check List for Review:-**

- (i) Whether the District Administration & Insurance Companies have finalized the schedule of awareness generations camps/media plan.
- (ii) Progress of awareness generation camps and other activities identified for awareness generation.

**X. NADEP/Vermi Compost:**

- Under Krishi Kalyan Abhiyan, it is proposed to implement NADEP/Vermicompost unit through Krishi Vigyan Kendras (KVKs) and also by State Agriculture Department dealing with Paramparagat Krishi Vikas Yojana (PKVY).
- There are three sources for funding possible of this programme:-
  - (a) Funds already available for NADEP/Vermi Compost units under various GOI schemes.

- (b) In case of shortage/non-availability of funds from the aforementioned schemes, activity to be undertaken through convergence with MGNREGA.
- In each selected village, all farm holdings would be provided with waste decomposer bottles free of cost. The required number of waste decomposer bottles would be supplied in the office of each KVK and this supply arrangement would be ensured by Director, NCOF. The required funds are being provided to NCOF for arranging production and supply of waste decomposer to KVKs.

**Check List for Review:-**

- (i) To verify the availability of budget for each village to setup 20 Vermicompost/ NADEP pits.
- (ii) Whether selection of beneficiaries has been done in each village.
- (iii) Progress of the activity & verification in the field.

**XI. Gramin Haats**

In the Budget Speech of 2018-19, the Government has proposed to develop and upgrade existing 22,000 rural haats in to Gramin Agricultural Markets (GrAMs). In these GrAMs, physical, basic and supporting infrastructure will be strengthened using MGNREGA and other Government Schemes and marketing infrastructure will be developed using the schemes of DAC&FW. These GrAMs, electronically linked to e-NAM and exempted from regulations of APMCs, will provide farmers facility to make direct sale to consumers and bulk purchasers.

The DAC&FW has provided a list of existing Gramin Haats for upgradation to Department of Rural Development. The convergence with MGNREGA has to be undertaken at District/ Block level.

**Check List for Review:-**

- (i) Whether the Rural Haats proposed to be developed/upgraded, have been identified.
- (ii) Whether their convergence with MGNREGA has been established.
- (iii) Whether the estimates for upgradation work have been approved.
- (iii)Progress of the upgradation.



## **XII. Distribution of Horticulture/Agro-forestry plants:**

Under Mission For Integrated Development of Horticulture & Restructured National Bamboo Mission, planting material/saplings were distributed to farmers (5 per family up to 100 families per village) free of cost in 1<sup>st</sup> Phase of Krishi Kalyan Abhiyan. To continue with the same activity, it has been decided to utilize available funds with State Horticulture/Bamboo Missions. If there is shortage of funds in the districts under the relevant schemes, the programme will be implemented through convergence with MGNREGS. Also, available variety of planting material, suitable as per season and location specific saplings are to be distributed as far as possible.

### **Check list for review:**

- (i) To verify the availability of need based appropriate planting material/saplings.
- (ii) Whether budget has been made for this scheme.
- (iii) Progress of distribution.

## **4. Monitoring of Krishi KalyanAbhiyan-II through KVK Portal**

ICAR-Indian Agricultural Statistics Research Institute (ICAR-IASRI) in collaboration with Agriculture Extension Division of ICAR has developed Krishi Vigyan Kendra Knowledge Network Portal (<https://kvk.icar.gov.in/>) popularly known as KVK portal for effective information management and dissemination to farmers, KVKs, Agriculture Technology Application Research Institutes(ATARI) and Extension Division of ICAR. This portal is a single window platform which provides basic information and facilities of KVK, District Agricultural Contingency Plan, Upcoming, Ongoing and Past Events organized by KVKs, Package of Practices related to Crop, Horticulture, Animal, and Fisheries, access to Agro-meteorological advisory and Agricultural Commodity Market prices to farming community.

As KVKs are already using this portal for information management and reporting, therefore KKA initiative is being digitally managed using KVK portal and continuously monitored by higher authorities in different ministries associated with this activity. Process flow of performing KKA activities were designed in a manner that all the activities performed by KVKs in consultation with state ministries are uploaded in the portal by the KVKs.

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