



Educational Programmes and Community Outreach on Sustainable Land Management for Tourism

JSS Academy of Higher Education & Research (JSS AHER) actively contributes to the sustainable management of land used for tourism by providing structured education, outreach programmes and community-based capacity-building initiatives aimed at promoting **responsible, eco-friendly and sustainable tourism practices**.

Through academic integration, student-led initiatives and partnerships with local communities, the University supports the preservation of natural landscapes, forest ecosystems, heritage areas and biodiversity hotspots that are essential for long-term sustainable tourism development.

These initiatives align with **SDG 11 (Sustainable Cities and Communities)**, **SDG 12 (Responsible Consumption and Production)** and **SDG 15 (Life on Land)**.

1. Curriculum and Academic Support for Sustainable Tourism

JSS AHER integrates key concepts related to sustainable tourism and environmental conservation into its academic framework through programmes in:

- Public Health
- Environmental Sciences
- Life Sciences
- Geography & Sustainability Studies
- Community Development
- Social Work

Through these programmes, students are trained in:

- Principles of **sustainable and responsible tourism**
- Environmental impact assessment (EIA) concepts
- Conservation of natural and cultural heritage
- Waste management at tourist destinations
- Climate impact on tourism landscapes

This academic foundation enables students to work as **sustainability ambassadors** in tourism-sensitive areas.

2. Community Outreach on Responsible Tourism Practices

JSS AHER regularly conducts outreach programmes targeting **local communities, tour operators, guides and youth** living in tourism-dependent or ecologically sensitive regions.

Key themes include:

- Responsible behaviour in forest and wildlife zones
- Land conservation in tourism belts
- Prevention of littering and plastic usage at tourist destinations
- Protecting water and soil resources in tourist areas
- Maintaining aesthetic and ecological value of landscapes

These programmes have been conducted in:

- Forest fringe villages
- Heritage village clusters
- Eco-sensitive zones
- Tourist hotspots and pilgrimage routes

The outreach encourages **community-led conservation of tourism assets**.

3. Promotion of Eco-Tourism and Green Tourism Models

JSS AHER actively promotes **eco-tourism** through the following activities:

- Awareness programmes on:
 - Low-impact tourism
 - Carrying capacity of eco-destinations
 - Wildlife-respecting tourism practices
- Training programmes for:
 - Eco-guides
 - Local youth and SHG members
 - Tourism volunteers
- Emphasis on:
 - Use of local materials for tourism infrastructure
 - Preservation of native vegetation
 - Maintaining natural landscapes

These activities promote **sustainable livelihoods without degrading land or biodiversity**.

4. Environmental & Biodiversity Awareness for Tourism Sustainability

JSS AHER conducts regular education campaigns to protect ecosystems associated with tourism:

- Observance of:
 - World Tourism Day
 - World Environment Day

- World Wildlife Day
- World Forest Day
- International Mountain Day
- Events such as:
 - Tree planting with native species in tourism zones
 - Cleanliness drives at popular tourist sites
 - “Leave No Trace” awareness programmes
 - Nature walks with conservation messages
 - Biodiversity awareness talks

These initiatives ensure tourism areas remain **ecologically balanced and attractive**.

5. Experiential Learning & Field Engagement

Students participate in field exposure and service-learning programmes which directly benefit tourism sustainability:

- Field visits to:
 - National parks and wildlife corridors
 - Biodiversity parks
 - Sacred groves
 - Wetlands, lakes and hill ecosystems
- Activities such as:
 - Mapping tourist footfall impact
 - Studying land degradation and restoration needs
 - Preparing sustainable tourism awareness material for communities
 - Creating eco-guidelines for visitors

Students share their learning with local communities through awareness campaigns and workshops.

6. Partnerships Supporting Sustainable Tourism Landscapes

JSS AHER collaborates with:

- Forest Department
- Local Municipal Bodies & Panchayats
- Environmental NGOs (including SVYM)
- Eco-development committees
- Village tourism groups

Joint efforts include:

- Green tourism awareness campaigns
- Conservation messaging for visitors
- Land restoration and plantation in eco-zones
- Development of eco-code of conduct for visitors

Such partnerships strengthen land management for tourism.

7. Impact – Quantitative & Qualitative

Quantitative Indicators:

- **15–20 sustainable tourism-focused outreach programmes** conducted annually
- **1,000+ community members and local youth** sensitised
- **30+ tourism-sensitive locations** covered
- **4,000+ native trees planted** in eco & tourism zones
- **100+ eco-guides and volunteers** oriented

Qualitative Impact:

- Increased environmental awareness among tourism stakeholders
- Improved waste handling in visitor-heavy zones
- Enhanced protection of natural landscapes and biodiversity
- Greater participation of communities in eco-tourism
- Strengthened linkage between conservation and livelihoods

Conclusion

JSS Academy of Higher Education & Research plays a strategic role in promoting **sustainable management of land for tourism** by integrating academic knowledge, community outreach and hands-on conservation activities. Its initiatives ensure that tourism development occurs in a **responsible, inclusive and environmentally sustainable manner**.

The University's actions contribute significantly to preserving natural ecosystems and cultural landscapes, while strengthening community participation in sustainable tourism practices — fully satisfying the requirements of national and international ranking frameworks.

All evidence:

JSSAHER and Jan Shikshan Sansthan (JSS)

In addition to the agricultural initiatives, JSSAHER University and Jan Shikshan Sansthan (JSS) work collaboratively to support skill development in rural and urban areas. While JSSAHER promotes sustainable agriculture and food security knowledge, JSS focuses on skill upgradation in diverse vocations for economically and educationally disadvantaged groups. This alignment enhances community capabilities, fostering economic resilience and sustainable livelihoods in both agricultural and non-agricultural sectors.

[Five-Day Mushroom Farming and Value Addition Train-ing Held at ICAR JSS KVK, Suttur](#)

Suttur, November 25, 2025: A five-day Mushroom Farming and Value Addition Training Pro-gramme was organised at ICAR JSS Krishi Vigyan Kendra, Suttur, in collaboration with the Ag-ricultural Technician Management Institute of the Department of Agriculture, ICAR, Mysuru.

Dr. N. N. Asha, Assistant Professor, University of Agricultural Sciences, Mandya, who arrived as the chief guest for the programme, provided detailed information on different varieties of mush-rooms and the environmental conditions required for successful cultivation, including tempera-ture, humidity, moisture and hygiene.

Addressing the participants, Smt. Lalitha, a progressive farmer, said that mushroom cultivation has emerged as an industry in recent times and is a good income-generating activity for rural communities. She added that both urban and rural women and youth can enhance their additional income by cultivating mushrooms in their spare time.

Presiding over the programme, Dr. B. N. Gyanesh, Senior Scientist and Head, JSS KVK, called upon farmers and farm women to adopt mushroom production as a supplementary enterprise alongside their regular agricultural activities. He stressed the importance of taking value addition training from skilled experts to add value to mushrooms and pointed out that good profits can be achieved through this.

Dr. Deepak extended a warm welcome, Dr. Y. P. Prasad delivered the keynote address, and Mr. Shamraj proposed the vote of thanks.

A total of 42 farmers and farm women from various taluks of Mysuru district participated in this five-day training programme.



Five-Day Agricultural Technician & Machinery Repair Training Concludes at ICAR JSS KVK, Suttur

Suttur, November 21, 2025: A five-day Agricultural Technician and Agricultural Machinery Repair Skill Training program, organised by ICAR JSS Krishi Vigyan Kendra, Suttur, in collaboration with the ATMA Project, Agriculture Department, Mysuru, and VC Farm, Mandya, concluded successfully today. The training was held from 17 to 21 November 2025 at the ICAR JSS KVK campus.

Addressing the valedictory programme, Dr. B. S. Basavaraju, Joint Research Director, University of Agricultural Sciences, Mandya, highlighted the growing shortage of labour in the agricultural sector and emphasised that researchers have developed various farm machinery to support farmers. He urged farmers to adopt these technologies to improve productivity and maximise benefits.

Shri N. M. Shivashankarappa, Director of Rural Development, JSS Mahavidyapeetha, Mysuru, said the training was designed to empower farmers to use and repair agricultural machinery independently, and expressed satisfaction that the participants had made good use of the opportunity.

Presiding over the event, Dr. B. N. Gnanesh, Senior Scientist and Head, JSS KVK, advised farmers not to depend on a single crop but to embrace a holistic farming system. He stressed the importance of both effective utilisation and timely repair of agricultural machinery, and encouraged participants to share their newly acquired skills with fellow farmers in their respective areas.

Trainer Smt. Sridevi, Professor, University of Agricultural Sciences, Mandya, also participated in the programme.

Farmers Shri H. D. Ramesh, Shri Shafiullah, and Shri Girish shared their experiences and impressions of the five-day training.

The event was attended by Shri S. J. Hemanth, Assistant Technical Manager, Agriculture Department, Mysuru; Smt. H. V. Divya; and Dr. Deepak. A total of 42 farmers from various taluks of Mysuru district benefited from this specialised training programme.



[Live Telecast of PM Kisan Samman Nidhi and Agricultural Equipment Repair Training Held at JSS KVK, Suttur](#)

Suttur, November 20, 2025: The ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, organized a special programme featuring the live telecast of Prime Minister Shri Narendra Modi's address on the occasion of transferring ₹18,000 crore to farmers as the first instalment under the PM Kisan Samman Nidhi Scheme, along with the inauguration of the South India Organic Farming Sum-mit-2025, at its premises.

In his introductory address, Dr. B. N. Gnanesh, Head and Senior Scientist, JSS KVK, explained that PM Kisan Samman Nidhi is a Government of India scheme under which an amount of ₹6,000 per year is provided to eligible farmers as minimum annual income support. He informed that this scheme was first introduced in Telangana as the 'Raitha Bandhu Yojana' and was later extended across the country by the Ministry of Agriculture and Farmers Welfare on February 1, 2019. To avail the benefits provided by the Agriculture Department, beneficiary farmers must obtain Farmer Identity Cards and link them with their Aadhaar card and bank account. He further emphasized that the amount received under PM Kisan Samman Nidhi should not be diverted for other purposes and must be utilized only for agricultural activities.

As part of the programme, a practical demonstration on agricultural equipment repair was conducted by Shri Arun and Shri Shafiulla from SLN Agritech, Mysuru, and representatives from Maruti Krishi Udyog Samsthe, Nelamangala. Shri Chandru and Shri H. D. Ramesh were also pre-sent on the occasion.

Progressive farmer Shri Mahadevu of Kikkeri Village, Hanagodu Hobli, who has been independently carrying out agricultural implements repair work for the last 10 years, and Shri Manju, a progressive farmer as well as mushroom and sericulture farming expert from Saraguru Village, Biligere Hobli, were felicitated during the programme.

More than 200 farmers, both men and women, along with the staff of JSS KVK, actively participated in the event.



Five-Day Training on Agricultural Technology and Equipment Repair Held at ICAR JSS KVK, Suttur

Suttur, November 19, 2025: The ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, in association with the ATMA Program, Department of Agriculture, Mysuru, and VC Farm, Mandya, organized a five-day training programme for farmers on agricultural technologies and agricultural equipment repair skills at JSS KVK, Suttur, from November 11, 2025.

The programme was inaugurated by Dr. Sridevi, Professor, Agriculture University, Mandya. In her address, she called upon farmers to develop skills to repair their own agricultural equipment. She noted that this programme, jointly organized by ICAR JSS KVK, the Agriculture Department and the Agriculture University, Mandya, is an important first step towards imparting agricultural equipment repair skills, and informed that participants would also be taken to VC Farm, Mandya, for practical training.

In his address, chief guest Shri Raghuv eer, Agriculture Officer, advised participants to share the skills they acquire here with fellow farmers in their villages. He also provided complete information about the subsidies available from the Agriculture Department for purchasing agricultural equipment.

Presiding over the programme, Dr. B. N. Gnanesh, Head and Senior Scientist, JSS KVK, Suttur, observed that at present farmers need to visit their nearest taluk headquarters to get their agricultural equipment repaired, which involves both time and high expenses. This training programme has been organized to help farmers undertake repairs in their own villages, thereby saving both time and money. He urged all participants to make the best use of this opportunity.

A total of 42 farmers from various taluks of Mysuru district are participating in this five-day training programme. The training is being supervised by Smt. H. V. Divya, Subject Expert, JSS KVK, and Shri Gangappa Hipparagi, Manager, VC Farm, Mandya.



Five-Day Organic Farming Skills Training Held at ICAR JSS Krishi Vigyan Kendra, Suttur

Suttur, November 18, 2025: ICAR JSS Krishi Vigyan Kendra, Suttur, in collaboration with ATMA Yojana, Department of Agriculture, Mysuru, organized a five-day Organic Farming Skills Training programme at the ICAR JSS Krishi Vigyan Kendra campus in Suttur.

The programme was inaugurated by Shri Satish, Deputy Project Director, ATMA Yojana, Department of Agriculture, Mysuru. The event was presided over by Dr. B. N. Gyanesh, Senior Scientist, ICAR JSS Krishi Vigyan Kendra, who highlighted the growing demand for organic farming products and urged farmers and farm women to adopt organic farming systems and achieve success in this sector.

During the five-day training, participants were introduced to the concept of organic farming, its importance, core principles, recommended practices, and the standards to be followed. Sessions also covered soil, plant health and water management, and their relationship with human health. Detailed information was provided on seed conservation in organic farming, seed production, animal husbandry in organic systems, organic farming techniques, and organic pest and disease management. The programme also included guidance on marketing and value addition of organic farming produce.

As part of the practical exposure, the farmers visited the fields of Sri Prabhuswamy, an organic progressive farmer from Suralli village, Nanjangud taluk, and Sri Prithviraj Chauhan, a progressive natural farmer from Varakodu village, Mysuru taluk. During these visits, they were given hands-on information on the preparation and use of Panchagavya, Jeevamrutha, Brahmastra and Agni Astra, which are widely used in natural farming.

A total of 42 male and female farmers, including six farmers/farm women from each taluk, participated in the programme and acquired technical knowledge and practical skills related to organic farming. The training was supervised by subject experts of Krishi Vigyan Kendra, with Sri Shamaraj and Dr.



[Legumes Tech & Value-Addition Training Held at ICAR JSS KVK, Suttur; Live Telecast of PM's 'PM Dhan-Dhaanya Krishi Yojana' & 'Mission for Aatmanirbharta in Pulses'](#)

Suttur, October 11, 2025: ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, in association with the Department of Agriculture, organized a one-day “Legumes Agricultural Technologies and Value-Addition Training” along with the live telecast of the Prime Minister’s launch of Pradhan Mantri Dhan-Dhaanya Krishi Yojana and the Mission for Aatmanirbharta in Pulses (Pulses Self-Reliance Mission) at its campus on Saturday.

The program was attended by Shri Ravi, Assistant Director, Agriculture Department, Nanjangud Taluk; Shri Nanjundaswamy, President, Biligere GP; progressive farmers Smt. Shylaja, Shri Ratnashekar, and Shri S. Shantamurthy; and Dr. B. N. Gnanesh, Senior Scientist & Head, JSS KVK. Dr. Y. P. Prasad anchored the proceedings, Dr. G. M. Vinay delivered the welcome address, and Shamraj proposed the vote of thanks. More than 250 farmers (men and women) participated, along with 89 girl students from JSS Women’s College, Kollegal.

Speaking on local agronomic priorities, Shri Ravi noted that the importance of legumes has declined in Nanjangud and T. Narasipura taluks because cereal crops are cultivated in both seasons. He urged farmers to reintroduce legumes particularly in rainfed fields and in areas with pumpsets, highlighting that legumes enhance soil fertility and are protein-rich, and encouraged farmers to increase dietary intake of pulses.

Dr. P. Mahadevu, Assistant Director (Research), University of Agricultural Sciences, Mandya, called on farmers to think like entrepreneurs—to focus on soil health, grow high-quality crops aligned to market demand, and pursue value-addition to realize better profits.

Presiding over the event, Dr. B. N. Gnanesh emphasized that the Government of India’s Mission for Aatmanirbharta in Pulses (2025–31) aims to increase indigenous production of pulses, reduce import dependence, raise farm incomes, and save foreign exchange. The Union Cabinet has approved the Mission for six years (2025-26 to 2030-31) with a financial outlay of ` 11,440 crore, with priorities that include climate-resilient practices, improving soil health, and productive use of wastelands; he encouraged phased adoption of organic methods.

In the technical session, Smt. H. V. Divya briefed farmers on selecting suitable pulse varieties, seed treatment, best-practice cultivation techniques, and value-addition opportunities. Progressive farmers Shri Ratnashekar, Shri Shantamurthy, and Smt. Shylaja also shared field experiences and practical tips with attendees.



[Five-Day Natural Farming Training Program for CRPs Organized under NMNF Scheme at JSS KVK Suttur](#)

Suttur, September 20, 2025: A five-day Natural Farming Training Program for Community Resource Persons (CRPs) and Krishi Sakhis was organized from September 16 to 20, to September 20, 2025 at ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, in collaboration with the Department of Agriculture, Mysuru, under the National Mission on Natural Farming (NMNF) Scheme.

The training was inaugurated in the presence of experts and practitioners who guided the participants on various aspects of natural farming. Shri Satish, Deputy Director of Agriculture, Mysuru and Nodal Officer of the NMNF Scheme, explained how Krishi Sakhis should implement natural farming in farmers' fields and effectively work under the scheme. Dr. G. M. Vinay of JSS KVK elaborated on the principles of natural farming, its relevance in the present-day agricultural scenario, preparation of tools, crops suitable for natural farming, intercropping, and horticultural crops.

Dr. Gyanesh, Senior Scientist and Head of KVK, spoke on the importance of soil and its management, while Mr. Shamraju, Agronomist from KVK, delivered a session on soil management, cropping systems, integrated farming systems, and the steps to be taken from sowing to harvesting. Mrs. Divya, discussed the role of Beejamruta in natural farming and the importance of seed production.

Farmer Master Trainer Mr. Prithviraj conducted a live demonstration on his farm covering intercropping practices in coconut, natural rice cultivation, and preparation of formulations such as Jeevamruta, Beejamruta, and Brahmastra. Dr. Rakshitraj of KVK highlighted the importance of cattle in natural farming and the management of indigenous breeds, while Dr. Basavanagouda, Horticultural Scientist from Taralabalu KVK, Davanagere, explained the role of horticultural crops in natural farming and how farmers are achieving good yields by adopting these practices. Dr. Deepak addressed value addition and marketing of naturally grown crops, followed by Dr. Prasad Y.P. who gave insights on pest and disease management in natural farming. Experienced natural farmer Mr. Shivakumaraswamy from Heggavadipur in Chamarajanagar district shared his expertise on horticultural crops suited for natural farming, different methods of preparing Jeevamruta, cultivation of fruit crops requiring less water, and chemical-free cultivation and marketing techniques.

At the valedictory session, the Nodal Officers of the NMNF Scheme, who participated as chief guests, commended the ICAR JSS KVK for providing extensive knowledge and urged the CRPs to extend their support to farmers in adopting natural farming practices.

Presiding over the program, Dr. Gyanesh, Senior Scientist and Head, JSS KVK, congratulated the Mysuru Agriculture Department and the CRPs for their active participation and successful completion of the program.

Certificates were distributed to all the participants. In total, 38 CRPs took part in the five-day training and greatly benefited from the sessions.



Two-Month Food Value Addition Vocational Training Program Inaugurated at Someshwarapur

Suttur, September 15, 2025: A two-month Food Value Addition Vocational Training Program was inaugurated on Monday at Someshwarapur village, Mysuru taluk, in collaboration with ICAR JSS Krishi Vigyan Kendra (KVK), Suttur and JSS Jana Shikshana Sansthan, Mysuru, under the scheme of the Ministry of Skill Development and Entrepreneurship, Government of India.

The program was presided over and inaugurated by Smt. Leela Shivakumar, Vice President of JSS Jana Shikshana Sansthan, who encouraged women to actively participate in vocational training and aspire to become entrepreneurs. She further motivated them to achieve self-reliance by learning diverse skills such as bag making, tailoring, beautician training, and other vocational trades.

Addressing the gathering, Mr. Ramesh, Director of JSS Janashikshana Sansthan, emphasized that value addition in food products can enhance women's income. He explained that the current training program under skill development and entrepreneurship initiatives will help women gain knowledge and confidence to start their own enterprises. Through the training, participants will learn to prepare spice powders, pickles, sambar pudu, rasam pudu, and different varieties of happala (papads).

Dr. Deepak, Home Scientist at ICAR JSS KVK Suttur, highlighted that this two-month training is especially beneficial for women farmers and members of self-help groups. He urged women to take full advantage of the program by preparing and marketing value-added products through their groups, thereby increasing household income. He also noted the growing demand for traditional foods in the market, explaining that the training will equip women to prepare ragi happala, cereal-based happala, sandige, spice

powders, and pickles. He encouraged participants to become entrepreneurs by availing subsidies and support from the Central and State Governments under the Prime Minister's Small Food Processing Enterprises Regulatory Scheme (PM-SFME).

The program began with a welcome by Mrs. Saubhagya, Program Coordinator of JSS Jana Shikshana Sansthan, and concluded with a vote of thanks by Mrs. Roja.

More than 35 women and members of self-help groups from Mysore taluk participated in the training program and benefitted from it.



[ICAR JSS KVK Suttur Conducts 5-Day Training for Krishi Sakhis under National Mission on Natural Farming](#)

Suttur, 17 September 2025: ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, in collaboration with the Department of Agriculture, Mysuru, organized a **five-day training program for *Krishi Sakhis*** under the Government of India's **National Mission on Natural Farming (NMNF)** scheme.

Inauguration & Guidance

The program was inaugurated by **Shri Ravi**, Assistant Director of Agriculture, **Nanjangud Taluk**. Addressing the *Krishi Sakhis*, he emphasized the importance of natural farming and **urged participants to fully utilize the five days** to learn the step-by-step process for adopting natural farming practices. He called on them to **share the learnings with other farmers** after the training and to **direct farmers to experts** at the Department of Agriculture or **ICAR JSS KVK, Suttur**, for further guidance.

Department Leadership & Implementation Focus
Shri. Satish, Deputy Director of Agriculture, Department of Agriculture, **Mysuru**, and **Nodal Officer, NMNF Project**, encouraged farmers to **absorb all inputs provided by KVK scientists** and to **commit to the successful implementation** of the Natural Farming Project across Mysore district.

KVK's Role & Mission Context
 Presiding over the program, **Dr. Gyanesh B. N.**, Head, **Krishi Vigyan Kendra**, noted that the **Central Government launched NMNF** to promote natural farming in response to the **rising use of chemical inputs** in agriculture. He highlighted that **KVK Suttur has**

been selected as the district training center for effective implementation and called for optimal use of the expert-led sessions delivered at the center.

Training Objectives & Scale
Setting the context in his introductory remarks, **Dr. Vinay G. M.**, Horticulturist, KVK, explained that the **core objective** is to **reduce chemical usage** by adopting **naturally available inputs and tools**. To build confidence among farmers, **selected agricultural friends (Krishi Sakhis) are being trained first**. He added that the project aims to **implement natural farming on approximately 1.5 lakh hectares across India**.

Farmer Perspective & Practice First
Mr. Prithviraj, a natural farmer from **Varakodu** village, urged participants to **first practice natural farming on their own fields** and then **motivate and guide fellow farmers** based on hands-on experience.

Program Conduct & Participation
Mr. Shamraj, the **lead trainer** for KVK's natural farming program, **presented the training plan**. **Dr. Rakshitraj** delivered the **welcome address**, and **Dr. Deepak** proposed the **vote of thanks**. **Mrs. H. V. Divya** and the **KVK staff** were present.

Approximately **40 Krishi Sakhis** from the taluks of **Nanjangud, T. Narasipura, K. R. Nagar, Saligrama, and Mysuru** participated in the training.



[ICAR JSS KVK Suttur Hosts Training on Value Addition & Entrepreneurship for Women Farmers under TSP and PMFME](#)

Suttur, September 10, 2025: The ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, in association with ODP, Mysuru and the Chandramouleshwara Women Producers Society, Madapura (H.D. Kote Taluk), organised a training programme for women farmers on processing of agricultural crops, value addition, and entrepreneurial opportunities under the TSP (Tribal Sub Plan) scheme, Govt. of Karnataka, and the PMFME (Prime Minister's Micro Food Processing Enterprises) scheme, Govt. of India.

The programme was inaugurated by Dr. B. N. Gnanesh, Senior Scientist and Head, ICAR JSS KVK, Suttur. In his address, he urged women farmers to cultivate an entrepreneurial mindset, prioritise value addition in agricultural and horticultural produce, make

effective use of State and Central government schemes, and work towards doubling their income.

Chief guest Smt. Lalitha, Programme Coordinator, ODP, Mysuru, congratulated ICAR JSS KVK for organising training and awareness programmes on processing of food articles from agriculture and horticulture. She encouraged participants to utilise such programmes fully, spread awareness among other farmers, and enhance profits and enterprises through collective effort.

Another chief guest, Smt. Lavanya, CEO, Chandramouleshwara Women Producers Society, Madapura, emphasised that self-reliance for women is best achieved through entrepreneurship.

Dr. Deepak, Home Science Subject Expert, ICAR JSS KVK, delivered a technical session on preparing a wide range of products, including millet cookies, bread, buns, pasta, noodles, and other bakery items, as well as traditional products such as ragi papad, millets malt, ragi unde, ragi mixture, sandige, and more. He also provided comprehensive information on subsidies available from the State and Central governments under the PMFME scheme, and outlined the types of food processing units that can be established under this programme.

A live demonstration on the preparation and value addition of products like ragi cookies, ragi mixture, and ragi papad was conducted.

The programme began with a welcome address by Dr. Vinay G. M. It was anchored by Smt. Divya H. V., and concluded with a vote of thanks by Dr. Prasad Y. P. More than 35 women farmers and Self-Help Group (SHG) members participated and benefited from the training.



[World Coconut Day marked at ICAR JSS KVK, Suttur with training, farmer-scientist interaction and drone demo](#)

Suttur, September 4, 2025: Suttur, Mysuru (Karnataka) — On World Coconut Day, ICAR JSS Krishi Vigyan Kendra (KVK), Suttur—along with the Institute of Agricultural Technologists (IAT), Mysore Unit; ICAR–National Bureau of Agricultural Pest Resources (NBAIR), Bengaluru; and Shobhit Nanjegowda Farm, Kennalu—jointly organized a day-long programme themed “Let’s spread the power of coconut to the world.” The event

featured training on improved coconut cultivation practices and a farmer–scientist interaction at ICAR JSS KVK, Suttur.

The programme was inaugurated by Shri N. M. Shivashankarappa, Director of Horticulture, JSS Mahavidyapeetha, with a ceremonial watering of a coconut sapling.

Addressing the gathering, Dr. K. R. Ravindra, Secretary, IAT (Mysore Unit) and retired Assistant Director of Agriculture, delivered a keynote on the significance of World Coconut Day. He urged wider outreach on the importance and potential of coconut and introduced the working style of the Agricultural Technicians' Association. He welcomed participants and emphasized that adopting coconut in multi-cropping and integrated farming systems is more beneficial than cultivating it as a sole crop.

Dr. Gundappa, Senior Scientist, NBAIR, Bengaluru, highlighted NBAIR's ongoing work on the biological management of key coconut pests, including spiral whitefly and the blackhead worm—and noted that interested farmers would be trained in the production of predatory and parasitic organisms.

Presiding over the programme, Dr. B. N. Gyanesh, Senior Scientist & Head, ICAR JSS KVK, Suttur, described coconut as a mythological tree whose every part is useful. Observing the rise in coconut cultivation, he cautioned that farmers are often confused while selecting quality seedlings and face non-availability issues. He provided guidance on selecting and raising good seedlings and explained how agricultural waste available in coconut plantations can be used to manage the plantation holistically.

Progressive farmer Basavanna of Ayarahalli shared the water-use technologies and other innovations he has implemented in his coconut garden and urged farmers to adopt scientific practices. Chandrashekhar of Shobhit Nanjegowda Farm encouraged farmers to set up coconut nurseries as a pathway to enterprise.

Dr. Vinay G. M., Horticultural Scientist, JSS Krishi Vigyan Kendra, Suttur, delivered technical sessions covering coconut varieties, plant production, integrated nutrient management, intercropping, and water management.

Dr. Selvarajan Kehriya, Senior Scientist, NBAIR, Bengaluru, conducted a drone demonstration on spraying *Icerya fumarosa* for whitefly management in coconut.

In the subsequent farmer–scientist interaction, Dr. Ramegowda and Dr. Prasad Y. P. explained the symptoms and integrated management of major pests and diseases in coconut, including rhinoceros beetle, red snout beetle, nits, whitefly, sap-sucking disorders, fungal diseases, downy mildew, and other related problems.

The event saw active participation from scientists of the Agricultural Science Center, Mrs. Divya H. V., Shamraj, and other staff members—along with members of the Agricultural Technicians' Association, progressive farmers from Farmers' Associations, and over 150

farmers, including women farmers, who took part and benefited from the knowledge shared.



National Horticulture Day & Beekeeping Training Held at ICAR JSS KVK, Suttur

Suttur, August 8, 2025: ICAR JSS Krishi Vigyan Kendra (KVK), Suttur organized a National Horticulture Day and Beekeeping Training Programme today to mark the birth anniversary of Dr. M. H. Marigowda, widely regarded as the father of horticulture in India.

Opening the session, Dr. Vinay G. M. informed participants that August 8 is celebrated as Horticulture Day to honour Dr. Marigowda's vision, contributions, and achievements in the horticulture sector.

Inaugurating the programme, Dr. Boregowda, K.A.S. (Retd.), said Dr. Marigowda made horticulture his life's mission and, owing to his work, farmers now earn higher incomes from horticultural crops—so much so that Karnataka is known as a horticulture state. He urged farmers to adopt value addition for horticulture produce and to increase yields naturally by practicing beekeeping. He also encouraged them to share their experiences in cultivating mango, lakshmana fruit, litchi, and other new crops.

Presiding over the programme, Dr. B. N. Gnanesh, Senior Scientist & Head, JSS KVK, said the KVK conducts Horticulture Day training every year, which farmers actively attend and benefit from. Noting the recent decline in honeybee populations due to increased chemical use in agriculture, he advised farmers to cultivate honey (beekeeping) to enhance pollination and improve yields. Mr. Kashappa, District Manager, National Fertilizers Limited, attended as Guest.

Plant Protection Expert Dr. Y. P. Prasad emphasized that beekeeping is integral to agriculture: it boosts crop pollination and, when practiced as an enterprise or sideline, can deliver substantial returns.

Mr. Ravi, a progressive bee farmer and the resource person for the training, provided an overview covering: the history of honey, origins of beekeeping, information on honey bees, stinging bees and stingless bees, other bee species, the work and roles of bees, and scientific methods of beekeeping. He also demonstrated experimental beekeeping and honey extraction at the Beekeeping Lab of the Agricultural Science Centre.

Subject matter experts Ms. Divya H. V., Mr. Shamraj, and Dr. Deepak from JSS KVK, staff members, and more than 70 farmers participated and benefited from the programme.



[Workshop on Paddy Production Technologies and Live Telecast of 20th Instalment of PM Kisan Samman Nidhi Held at Suttur](#)

Suttur, August 5, 2025: The ICAR JSS Krishi Vigyan Kendra, in association with the Department of Agriculture, organized a **workshop on “Paddy Production Technologies**

for Monsoon Crop” and facilitated the **live telecast of the 20th instalment of the Prime Minister’s Kisan Samman Nidhi scheme.**

Inaugurating the workshop, **Shri Ravi**, Assistant Director, Agriculture Department, emphasized the importance of acquiring scientific knowledge in farming. “Farmers often approach our offices only to avail subsidies on sowing seeds, but rarely seek information on crop technologies,” he said. “Yield loss is often due to unscientific usage of chemical fertilizers. I urge farmers to consult experts from **ICAR JSS KVK** and officers from the Agriculture Department to avoid such losses,” he added.

He further informed that the Department provides not just subsidized sowing seeds, but also **biofertilizers** and **agricultural implements on rental basis** at reduced rates. Farmers were encouraged to make full use of these facilities.

Progressive farmer Shri Gopal delivered an insightful talk on **black paddy varieties with medicinal value**, specifically *Kaljeera* and *Chakhao*. He also highlighted the **health benefits** and **growing market opportunities** for black rice.

Subject matter experts from JSS KVK — **Shri Shamraj, Smt. H.V. Divya, and Dr. Y.P. Prasad** — presented detailed information on:

- Mechanization in paddy cultivation
- Seedling production techniques
- Balanced usage of chemical fertilizers and barnyard manure
- Improved paddy varieties and seed production
- Seed treatment methods
- Common pests, diseases, and control measures

In his address, **Dr. Puneeth** from Ayurveda College, Mysuru, spoke on the **health impacts of excessive chemical fertilizer use**. He strongly advocated for a **shift toward organic farming** and explained how **many health issues can be managed using traditional household remedies**.

Presiding over the program, **Dr. B.N. Gnanesh**, Head of ICAR JSS Krishi Vigyan Kendra, encouraged farmers to **explore and adopt new paddy varieties available in the market**. He emphasized growing crops with **Geographical Indication (GI) tags**, which can significantly increase profitability. He also briefed the audience about the **benefits extended under the 20th instalment of PM Kisan Samman Nidhi** and various **government schemes introduced for the welfare and advancement of farmers**.

Shri Prabhuswamy, President of **Bharatiya Kisan Sangha (Nanjangud unit)**, also graced the occasion.

The event witnessed enthusiastic participation from **agriculture department officials, JSS KVK staff members, and a large number of men and women farmers.**



Seedball Distribution Programme Promotes Environmental Stewardship at Suttur

MLA and BJP State President Shri B.Y. Vijayendra inaugurates the Seedball Distribution Program at Suttur Srikshetra, organized by JSS Residential School in association with the Department of School Education and Literacy, Government of India, and ICAR JSS Krishi Vigyan Kendra. The event was held in the divine presence of His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji. Also seen in the picture are Shri Subbanna, Smt. Malavika Avinash, Dr. Shylendra Beladale, Shri Yaduveer Krishnadatta Chamaraja Wodeyar, and Shri T.S. Shrivatsa.

Suttur, July 19, 2025: “Conservation of the environment is the responsibility of each one of us,” observed Shri B.Y. Vijayendra, State President of the Bharatiya Janata Party and MLA, while participating in the Seedball Distribution Programme held at the ICAR JSS Krishi Vigyan Kendra, Suttur. The event was organized by the Eco Club of JSS Free Residential School, Suttur, in line with the directions of the Department of School Education and Literacy, Government of India.

The programme was held in the divine presence of His Holiness Jagadguru Shri Shivarathri Deshikendra Mahaswamiji. Addressing the gathering, Shri Vijayendra emphasized the impact of unchecked environmental harm and rising global warming, noting that the entire human race is facing serious consequences. Urging students to reduce plastic usage and be conscious about environmental conservation, he stressed that planting trees should not be limited to Environment Day, but practiced throughout the year as a true gesture of respecting Mother Nature.

Delivering his blessings, His Holiness Jagadguru Shri Shivarathri Deshikendra Mahaswamiji said that a balanced environment is essential for the physical and mental well-being of all living beings. He remarked that access to clean air, water, and food is crucial to health, and that environmental imbalance leads to increasing dependence on medicines. Emphasizing the importance of fostering nature, he said that planting and protecting trees is the greatest gift one can offer to the country.

Member of Parliament Shri Yaduveer Krishnadatta Chamaraja Wodeyar expressed appreciation for the contributions of Suttur Math in the fields of education, health, anna dasoha, and environmental protection. He highlighted the role of tree planting in preventing natural disasters and shared his joy at participating in the programme on the birthday of Shri Jayachamarajendra Wodeyar. He also acknowledged the special bond between the Mysuru Palace and Suttur Math.

Shri T.S. Shrivatsa, MLA of Krishnaraja Assembly Constituency, noted with concern that the environment is being destroyed due to human greed, and forests are vanishing in the name of development, calling it a form of self-destruction. He appealed to everyone to protect nature and prevent irreversible damage.

Dr. Shylendra Beldale, MLA of Bidar; Shri Subbanna, President of the Mysuru Rural BJP unit; several officers from JSS Mahavidyapeetha; the Administrative Officer of JSS Educational Institution, Suttur; heads of various departments; staff members; and students also took part in the programme.

Renowned Kannada movie artist and advocate Smt. Malavika Avinash delivered the introductory address. The programme began with an invocation by the students, and symbolic seedball distribution was carried out during the event. Shri G. Shivaswamy welcomed the dignitaries and attendees, Kum. H.M. Savitha proposed the vote of thanks, and Shri S. Chandramouleshwara conducted the programme.



[Seedball Distribution Program to be Held at JSS School, Suttur on July 18](#)

Suttur, July 17, 2025: In a bid to foster environmental consciousness among students and support afforestation efforts, the Eco Club of the JSS Free Residential School, Suttur, in collaboration with ICAR JSS Krishi Vigyan Kendra, is organizing a Seedball Distribution Program on Friday, July 18, 2025, at 11:00 AM at the school premises.

The program is being conducted under the guidance of the Department of School Education and Literacy, Government of India, and will take place in the divine presence of His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji.

The event will witness the participation of distinguished guests including Shri Yaduveer Krishnadatta Chamaraja Wodeyar, Member of Parliament; Shri B.Y. Vijayendra, MLA and

BJP State President; Shri C. Javagal Srinath, renowned cricketer; and Smt. Malavika Avinash, advocate and artist.

As part of the program, seedballs will be symbolically distributed to selected beneficiaries. The larger initiative involves sowing the seedballs in designated areas after receiving the necessary permissions from the Forest Department.

This initiative highlights the institution's ongoing commitment to sustainability and environmental stewardship.

[Training on Sheep and Goat Rearing Conducted at JSS Krishi Vigyan Kendra, Suttur](#)

Head, JSS KVK and Heads of various departments seen at the training program.

Suttur, July 04, 2025: The ICAR JSS Krishi Vigyan Kendra, Suttur, organized a three-day training programme on sheep and goat rearing to benefit livestock entrepreneurs and farmers from the region.

The training was inaugurated by Dr. H. Teggi, Joint Commissioner, Centre of Excellence for Animal Husbandry (CEAH), Government of India, Hesaraghatta, Bengaluru. In his address, he emphasized the potential of animal husbandry as a daily income-generating profession and its critical role in promoting organic and natural farming. He encouraged farmers to consider sheep farming and dairy as sustainable subsidiary income sources for achieving financial stability. Dr. Teggi also cautioned against the use of un-scientific antibiotics, noting the risks associated with the misuse of 4th and 5th generation antibiotics, and advised farmers to consult veterinary experts before administering any medication to livestock.

Presiding over the programme, Dr. B.N. Gnanesh, Senior Scientist and Head, JSS KVK, advised farmers to stay informed about market trends and to seek expert guidance before initiating sheep or goat rearing. He stressed the importance of starting with breeds suited to local climatic conditions and recommended scaling up livestock numbers only after gaining adequate experience and confidence.

Dr. U.M. Rakshitraj, Veterinary Science Expert at JSS KVK, delivered the introductory note. Sri Shamraj of JSS KVK, Dr. Prasad, Dr. Deepak, and other staff members were also present during the training.

The programme witnessed participation from over 70 farmers, including men and women. Progressive farmers such as Sri Puttanna from Hulimavu village and Pavan and Yogesh from Kalkunda also took part in the training.

[Certificate Distribution Program Held for CCINM Training Course at JSS Krishi Vigyan Kendra](#)

Dr. Y.N. Shivalingaiah, Director of Extension, University of Agricultural Sciences, Bengaluru, inaugurates the Certificate Distribution Program of the CCINM course for

staff members of Cooperative Societies from Chamarajanagara and Mysuru districts, held at ICAR JSS Krishi Vigyan Kendra, Suttur. Also seen are Dr. R. Narayanareddy, Coordinating Officer, UAS Bengaluru & SAMETI (South), Smt. Jyothi Urs, Deputy Manager, Chamarajanagara District Cooperative Society, Dr. B.N. Gnanesh, Senior Scientist and Head, JSS KVK, Sri J.G. Rajanna, and KVK staff.

Suttur, June 26, 2025: The ICAR JSS Krishi Vigyan Kendra (KVK), in association with the National Agricultural Extension Management Institute, Hyderabad, the Bengaluru Chapter of the Staff Training Institute–SAMETI (South), and the Extension Directorate, University of Agricultural Sciences, jointly organized a Certificate Course in Nutrition Management (CCINM).

The training program was conducted in three batches at JSS KVK between August 2025 and October 2025, and trained a total of 90 participants. The Certificate Distribution Ceremony was held on June 26, 2025 at the JSS KVK campus.

Dr. Y.N. Shivalingaiah, Director of Extension, University of Agricultural Sciences, Bengaluru, inaugurated the program. In his keynote address, he urged the trainees to act as technical agents, equipping farmers with complete scientific and technical knowledge. He emphasized the importance of educating farmers on the use of nano fertilizers and water-soluble fertilizers, and recommended crop diversification during monsoons to protect soil health.

Dr. R. Narayanareddy, State Nodal Officer (Desi) and Coordinating Officer, University of Agricultural Sciences, Bengaluru, SAMETI (South), advised trained staff to function as part-time agricultural extension officers. He stressed the need to provide timely and accurate information to farmers regarding fertilizers and pesticides, which would help reduce overall production costs.

Smt. Jyothi Urs, Deputy Manager, Chamarajanagar District Cooperative Societies, in her address as Chief Guest, encouraged trainees to keep in regular contact with scientists to learn about new seed varieties and fertilizers, and to effectively communicate these advancements to farmers.

Presiding over the program, Dr. B.N. Gnanesh, Senior Scientist and Head, ICAR JSS KVK, highlighted the need to protect soil fertility as a foundation for sustainable farming. He encouraged the use of bio-fertilizers such as Rhizobium, Pseudomonas, and micro-nutrients, and advised farmers to conduct soil testing at least once every two years. He urged the trainees to share knowledge on soil health and the benefits of soil testing with fellow farmers and reminded them that JSS KVK scientists are always available for consultation.

The program was attended by all 90 trainees who had successfully completed the course. Sri J.G. Rajanna delivered the introductory note, Dr. Deepak welcomed the guests and

audience, Sri Shamraju delivered the vote of thanks, and Dr. Y.P. Prasad served as the master of ceremonies.



[Vikasit Krishi Sankalp Abhiyan Concludes in Suttur with Outreach to Over 34,000 Farmers Across 131 Villages](#)

Suttur, June 13, 2025: The ICAR JSS Krishi Vigyan Kendra, in collaboration with agricultural scientists from various research institutes and officers from the Departments of Agriculture, Horticulture, Animal Husbandry, Fisheries, Panchayat Raj, along with representatives of NGOs and progressive farmers, successfully concluded the 15-day *Vikasit Krishi Sankalp Abhiyan* in Mysuru district. This national campaign, initiated by the Bhartiya Krishi Anusandhan Parishat, New Delhi, was held from May 29 to June 12, 2025.

The campaign was inaugurated on May 29, 2025, in the divine presence of His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji at Sri Sutturkshetra. Over the course of the program, field visits and awareness sessions were conducted in 131 villages, with 131 meetings organized to directly engage with a total of 34,669 farmers. These interactions provided vital insights and demonstrations on modern agricultural techniques and sustainable farming practices.

Farmers received detailed information on land preparation, seed selection, and the introduction of disease-resistant crop varieties, along with guidance on seed treatment procedures and the importance of soil testing. Emphasis was placed on nutrient application based on soil health, and farmers were educated on the use of bio-fertilizers like vermicompost, Trichoderma, and Pseudomonas. Practical knowledge was also shared on the preparation of Jeevamrutha, Beejamrutha, and Gokrupamrutha,

horticulture techniques, nursery production, dairy farming, plant protection methods, value addition, and agri-based startups.

The valedictory event was held on June 12, 2025, at the Swami Vivekananda Youth Movement Training Center in Kenchanahalli village. Addressing the gathering, Dr. B.N. Gnanesh, Senior Scientist and Head of ICAR JSS Krishi Vigyan Kendra, stated that the farmers had gained a wealth of knowledge through the campaign. He assured the participants that the initiative would continue beyond the 15 days and encouraged them to approach the experts at JSS KVK for continued support.

Dr. Vinay G.M., Horticulture Expert, advised farmers on crucial monsoon precautions, stressing the importance of soil testing and demonstrating proper sampling methods. He guided them on crop selection, nutrient management based on soil results, and the use of organic and green manures such as cow dung, peat, and neem husk. He also introduced raised bed planting techniques and micronutrient spray applications to boost yields.

Dr. Prasad Y.P., Plant Protection Expert, shared integrated disease and pest management practices suitable for monsoon crops like maize, millet, rice, coconut, chillies, and cereals. He highlighted the use of biological pesticides, sticky traps, and attractants as effective eco-friendly solutions.

Speaking on animal health, Dr. Basavaraj Sajjanna from the Indian Veterinary Research Institute, Bengaluru, explained the symptoms and treatment of udder abscesses and sores in livestock. He emphasized the importance of proper barn management and informed farmers about various central government schemes supporting animal husbandry.

Agriculture Officer Jagannath from Saragur briefed farmers on the latest schemes offered by the Department of Agriculture. These included the Krishi Bhagya Yojana, agricultural wells, sprinkler irrigation, farm mechanization programs, the Karnataka Raitha Suraksha, Pradhan Mantri Fasal Bima Yojana, and the Natural Agriculture Scheme.

Presiding over the valedictory function, Dr. Dennis Chauhan, Director of the Socio-Economic Empowerment Program of the Swami Vivekananda Youth Movement, praised the outreach efforts of the scientists and the Krishi Vigyan Kendra. He urged farmers to make full use of the scientific expertise available to them and adopt informed, technology-driven farming methods by engaging actively with the experts.

During the campaign activities held in Ketupura village, Sosale hobli, T. Narasipura taluk, Dr. Shamaraja elaborated on integrated management techniques for coconut, horticultural crops, and rice, along with crop-specific pest control strategies. He encouraged farmers to visit the KVK to enhance their knowledge and adopt scientific practices for higher agricultural productivity.

Adding to the discussions, Dr. Shivaswamy from the Veterinary Research Institute, Bengaluru, shared information on improving milk quality, fodder management, mixed farming systems, and balanced feeding strategies. He also introduced various cattle breeds and government welfare schemes for livestock farmers.

Scientist Dr. Sabarinath advised farmers on livestock health and disease prevention, particularly the timely vaccination of calves against foot and mouth disease. He also covered prevention and care for lumpy disease, udder abscess, and hygienic practices before milking.

The campaign saw the participation of Swami Vivekananda Youth Movement officers, farmer leaders, and numerous progressive farmers, who contributed to making the initiative impactful and far-reaching. The *Vikasit Krishi Sankalp Abhiyan* concluded on a high note, leaving farmers empowered with scientific knowledge and renewed motivation to adopt sustainable and profitable agricultural practices.

[Vikasit Krishi Sankalp Abhiyan Covers 122 Villages, Benefits Over 30,000 Farmers in Mysuru District](#)

Dr. K.H. Ravi, Joint Director, Agriculture Department inaugurating the District-level Vikasit Krishi Sankalp Abhiyan program, at JSS Sabha Bhavana, in T. Narasipura. (From left to right) Progressive farmers Sri Shivamallappa, Dr. B.N. Gnanesh, Senior Scientist and Head, ICAR JSS KVK, Dr. Nagaraju, Deputy Director, Department of Animal Husbandry and Veterinary Services, Sri Manjunath Angadi, Deputy Director, Horticulture Department, Mysuru, Dr. Kajal Shankaroy, Senior Scientist, ICAR NIAPN Institute, Sri Kurubur Siddesh and Smt. Mahadevamma are seen in the picture.

Suttur, June 12, 2025: The **Vikasit Krishi Sankalp Abhiyan**, organized by the **ICAR JSS Krishi Vigyan Kendra (KVK)** in association with the **Agriculture Department** and other allied departments of Mysuru, was held at the **JSS Sabha Bhavan in T. Narasipura** on June 11, 2025.

In his introductory remarks, **Dr. B.N. Gnanesh**, Senior Scientist and Head of JSS KVK, informed the gathering that the campaign commenced on **May 29, 2025**, with the blessings of **His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji**. Since its inception, the Abhiyan has covered **122 villages** and conducted **366 meetings**, directly benefitting **30,204 farmers**. The campaign aims to disseminate information about modern agricultural technologies and ongoing research in laboratories, thereby increasing awareness among farmers regarding **advanced techniques** and **new seed varieties** in various crops.

Dr. Gnanesh further noted that **agriculture scientists from research institutes**, officials from the **Departments of Agriculture, Horticulture, Animal Husbandry, and Fisheries**,

representatives from the **Panchayat Raj Department, NGOs**, and several **progressive farmers** have extended their support and participated in the program.

Presiding over the event, **Dr. K.H. Ravi**, Joint Director, Agriculture Department, emphasized the urgent need to address **soil health**, stating that **52.07% of the soil in Mysuru district is unhealthy**, with only **48% considered healthy**. He advised farmers to undertake timely **soil health assessments** and adopt measures to improve soil quality. He also highlighted various **government insurance schemes** and urged farmers to utilize these benefits.

Sri Manjunath Angadi, Deputy Director, Horticulture Department, served as the Chief Guest. He elaborated on the core objectives of the Vikasit Krishi Sankalp Abhiyan and how various allied departments are collaborating to ensure its success. He encouraged farmers to take advantage of the **loan facilities and schemes** available through the Horticulture Department.

Dr. Nagaraju, Deputy Director, Department of Animal Husbandry and Veterinary Services, spoke about the **13-day district-wide campaign**, wherein a team of experts from multiple departments, along with JSS KVK officials, is sharing crucial insights with farmers on **crop and livestock diseases**.

Dr. M.J. Chandregowda, Principal Scientist at **ICAR-Indian Veterinary Research Institute (IVRI), Bengaluru**, participated as a special invitee. He stressed that **agriculture is the backbone of India**, and true national empowerment can only be achieved by empowering farmers. He noted that India continues to depend on other nations for several agricultural products, and there is an urgent need to strive for **self-sufficiency** in agriculture. He advised farmers to conduct **soil testing at least once a year** and apply nutrients accordingly.

Dr. Kajal Shankaroy, Senior Scientist at **ICAR-National Animal Nutrition Institute (NAINP), Bengaluru**, shared her experiences from the field visits conducted during the Abhiyan. She remarked that interactions with farmers in their villages provided valuable insights into the **real-world impact** of ongoing research, which would motivate researchers to enhance their efforts further.

Progressive farmers such as **Sri Kurubur Siddesh, Smt. Mahadevamma, and Sri Shivamallappa** were present on the dais. **Kirgasuru Sri Shankar** raised several farmer-related issues during the interactive session with departmental officials. An **agricultural implements exhibition** was also organized as part of the event.

Staff members from **JSS KVK**, officials from the **agriculture, horticulture, animal husbandry, and veterinary departments**, and more than **600 farmers**, including **Krishi Sakhis and Pashu Sakhis**, actively participated in the program.

Dr. B.N. Gnanesh extended a warm welcome, **Dr. G.M. Vinay** proposed the vote of thanks, and **Dr. Y.P. Prasad** served as the master of ceremonies.



[Vikasit Krishi Sankalp Abhiyan: Awareness Drive on Agriculture and Allied Department Schemes Benefits Over 1000 Farmers](#)

Suttur, June 11, 2025: On the 13th day of the Vikasit Krishi Sankalp Abhiyan, the ICAR JSS Krishi Vigyan Kendra, Suttur, in association with the Agriculture Department, organized extensive awareness and outreach programs across multiple villages—Kampalapura and Panchavalli in Periyapatna Taluk; Mellahalli, Gopalapura, and Mulluru in Mysuru Taluk; and Alamburu and Basavanapura in Nanjangud Taluk.

The program focused on disseminating information about various schemes and initiatives offered by different agriculture-related departments. Smt. Aruna, Agriculture Officer, spoke in detail about the numerous schemes available under the Agriculture Department, including loan facilities accessible to farmers. Dr. G.M. Vinay, Horticulture Subject Expert at JSS KVK, elaborated on the various welfare schemes and support programs offered by the Horticulture Department to benefit farmers engaged in fruit, vegetable, and flower cultivation.

Dr. U.M. Rakshiraj, Veterinary Science Expert, provided insights into the various initiatives under the Animal Husbandry and Veterinary Sciences Department. He stressed the importance of integrated livestock practices and government support mechanisms. Dr. Y.P. Prasad, an expert in Plant Protection, introduced Central Government schemes aimed at enhancing crop health and pest control, and spoke on the importance of adopting scientific methods for sustainable farming.

Sri Shamraj, Cultivation Expert from JSS KVK, explained the range of subsidies available for agricultural equipment. He also informed farmers about the ICAR JSS KVK's initiative

of providing farming equipment on rent—free of cost for Scheduled Caste and Scheduled Tribe farmers, and at subsidized rates for others, encouraging wider access to mechanized farming tools.

Additionally, experts from ICAR, Bengaluru—Dr. Kajal Shankarroy, Dr. Shivaswamy, Dr. Sabarinath, and Dr. Basavaraj Sajjanna—shared valuable guidance on cattle care and animal health management. Their sessions addressed issues related to cattle nutrition, disease prevention, and scientific livestock rearing practices.

More than 1000 farmers from the participating villages attended the event and benefitted from the expert interactions and detailed information on government-supported agricultural schemes. The outreach initiative aimed to empower farmers with the knowledge needed to leverage various departmental benefits for improved livelihood and sustainable agricultural growth.



[Field Outreach Highlights Animal Husbandry and Dairy Development under Vikasit Krishi Sankalp Abhiyan](#)

Suttur, June 10, 2025: The ICAR JSS Krishi Vigyan Kendra, in collaboration with the Department of Agriculture, Mysuru, conducted a series of field visits and information dissemination programs on June 8, 2025, as part of the 10th day of the ongoing Vikasit Krishi Sankalp Abhiyan. These programs were held at Jayapura and Daaripura in Mysuru Taluk, and Machabayanahalli in Hunsur Taluk, with the aim of spreading awareness about government schemes and best practices in agriculture and animal husbandry.

During the outreach, Dr. Rakshitraj provided an overview of various schemes launched by the Government of India related to agriculture and animal husbandry. He emphasized the importance of integrated farming practices and the cultivation of nutritious fodder crops to support livestock health.

Dr. Kajal Shankarroy, Chief Scientist at the National Veterinary Food and Shareerakriya Shastra Institute, Bengaluru, delivered a detailed talk on managing infertility in cattle. She highlighted the benefits of using mineral mixtures and hormonal treatments to address reproductive issues in livestock. Dr. Shankarroy also explained how deficiencies affecting milk fat content and quality can be addressed by incorporating nutritional products such as bypass fat and KMF Samruddhi into cattle diets.

Adding further value to the event, Dr. Shivaswamy, Scientist at the National Dairy Research Institute, encouraged farmers to adopt dairy farming alongside traditional agriculture. He stressed that such integrated approaches not only improve farm sustainability but also serve as a viable source of supplementary income for rural households.

The programs witnessed enthusiastic participation from local farmers, who gained valuable insights into scientific practices, government support mechanisms, and entrepreneurial opportunities within the livestock and dairy sectors.



[Vikasit Krishi Sankalp Abhiyan: Foreign Delegates Visit ICAR JSS KVK and Interact with Farmers](#)

Suttur, June 10, 2025: As part of the 10th day of the ongoing Vikasit Krishi Sankalp Abhiyan, the ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, welcomed distinguished international guests Dr. Scot Heriatt, Vice-President of Educational Affairs and Management Professor from the United States, and Sri Bernard Marcus, Psychology Researcher at Maharshi International University.

The guests were warmly received by Dr. B.N. Gnanesh, Senior Scientist and Head of JSS KVK, who gave an overview of the KVK's functions and objectives. The visitors toured various model farms at the center and appreciated the efforts being made towards sustainable agriculture and farmer empowerment. They also participated in the field program organized at Devanuru village in Nanjangud Taluk and engaged in meaningful discussions with local farmers.

Dr. Vinay G.M., Scientist at JSS KVK, explained the importance of soil testing in agriculture and horticulture and its role in enhancing productivity. He provided insights on preparatory methods for monsoon crops, use of green compost such as Senabu, Diancha, and Sasugunnikayi, and the benefits of waste compost enriched with Trichoderma, Pseudomonas, and Metarhizium. He also spoke about vermicompost applications and the advantages of using light nutrient blends in crops like vegetable samruddhi and baale samruddhi.

Dr. Prasad of JSS KVK detailed disease management strategies in banana cultivation, including control of Panama disease, leaf spot, and Nendra banana-specific infections. He emphasized integrated bio-management, pest control measures for Rhinoceros beetles, white flies, and the effective use of protective nets.

Dr. Satish Yevunje, Senior Scientist at the Central Institute of Freshwater Aquaculture (CIFA), Bengaluru, addressed the participants on pisciculture practices and their significance in doubling farmer incomes.

Simultaneously, Dr. Sujatha Nair and Dr. Anuradha Sane, Scientists from ICAR-IIHR, Bengaluru, visited the Abhiyan program held in Aatahalli village, Bannur Hobli, T. Narasipura Taluk. They provided guidance on horticultural crop management, seed selection, and advanced cultivation techniques.

Sri Shivanna, Technical Manager of the ATMA Program, Agriculture Department, T. Narasipura Taluk, briefed the farmers on the various schemes and support programs offered by the department.

Sri Shamraj, Cultivation Subject Expert from JSS KVK, discussed the major crops grown in the region, current challenges faced by farmers, and shared recommendations on field preparation for the monsoon season, selection of improved crop varieties, seed treatment, and integrated nutrient management.

The program highlighted the continued commitment of ICAR JSS KVK and its partners to strengthen the farming community through technical knowledge, global collaboration, and practical solutions tailored to local needs.



Vikasit Krishi Sankalp Abhiyan: Field Visits and Farmer Engagement Mark 9th Day of Campaign

Suttur, June 7, 2025: As part of the ongoing Vikasit Krishi Sankalp Abhiyan, a team of agricultural scientists, including experts from ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, conducted extensive field visits across multiple villages in Mysuru Taluk on June 6, 2025, marking the 9th day of the campaign.

The team visited the farm of Shri Parashivamurthy in Kempegowdanahundi Village, a progressive farmer trained in organic agriculture. He has adopted organic practices in cultivating banana, arecanut, and coconut, using vermicompost produced on his farm. The scientists examined his field and encouraged surrounding farmers to consider phased adoption of organic farming methods to enhance sustainability and soil health.

The team also visited the integrated farm of Shri Krishnegowda in Varakhodu Village, where they advised him on diversifying farming activities by incorporating animal husbandry, poultry, and sheep farming along with regular crop cultivation to improve income and resource utilization.

At Bommenahalli Village in Yelwala Hobli, Sri Shamraj, Cultivation Expert at JSS KVK, engaged with local farmers and educated them on improved cultivation techniques for cereals, soil health management, soil and water conservation, and rainwater harvesting. He also shared technical knowledge on rainfed crop cultivation methods suited to local conditions.

Sri Virupaksha, Officer from the Department of Agriculture, informed farmers about the various schemes, subsidies, and facilities available through the department to support agricultural development. The Taluk Agriculture Officer, in charge of the ATMA

(Agricultural Technology Management Agency) program, elaborated on the benefits and implementation of the ATMA initiatives in the region.

Dr. Sujatha Nair and Dr. Anuradha Sane, Scientists from ICAR-IIHR, Bengaluru, provided farmers with valuable insights into mango variety selection, mango orchard management, and flower cultivation techniques that can enhance productivity and quality.

The field outreach activities of the day benefited over 418 farmers across the visited villages, reflecting the Abhiyan's continued commitment to knowledge-sharing, sustainable farming practices, and farmer empowerment.



[Vikasit Krishi Sankalp Abhiyan Continues to Em-power Farmers in Varuna Village](#)

Suttur, June 5, 2025: The seventh day of the Vikasit Krishi Sankalp Abhiyan was held at Varuna Village in Mysuru Taluk, with the active participation of various allied departments of agriculture. The initiative, aimed at enriching farmers with both traditional knowledge and scientific farming practices, witnessed a strong turnout and enthusiastic response from the local farming community.

Shri Hemanth, Agriculture Officer of Varuna, addressed the farmers about the varieties of crops suitable for the monsoon season and the various facilities offered by the agriculture department. He emphasized the importance of natural farming and introduced traditional crop varieties such as Rajamudi and Siddasanna. He also encouraged farmers to construct agricultural ponds under the Krishi Bhagya Scheme to facilitate drip irrigation and improve water use efficiency.

Dr. Vinay G.M., representing the ICAR JSS Krishi Vigyan Kendra, Suttur, discussed the selection of monsoon crops, pre-monsoon land preparation techniques, soil testing methods, and their practical benefits. He elaborated on the use of green compost, climate-resilient crop choices, and nutrient management strategies suitable for the rainy season. Dr. Vinay also introduced light nutrient-requirement crops like Baale Samruddhi (Banana), Maavu Samruddhi (Mango), Shunti Samruddhi (Ginger), Arishina Samruddhi (Turmeric), and Tarakari Samruddhi (Vegetables), which are ideal for sustainable cultivation.

Dr. Satish Yevunje, Senior Scientist from the Indian Institute of Soil & Water Conservation, Regional Research Institute, Bengaluru, shared insights into the institute's role in promoting soft water agriculture. He highlighted the health and economic benefits of fisheries and explained how the Pradhan Mantri Matsya Sampada Yojana, Fisheries and Aquaculture Infrastructure Development Fund, and Pradhan Mantri Matsya Krishik Samruddhi programs can help farmers double their income through aquaculture.

Dr. B.N. Gnanesh, Senior Scientist and Head of ICAR JSS KVK, stated that under the Vikasit Krishi Sankalp Abhiyan, the KVK has organized various training sessions throughout Mysuru District. He noted that three expert teams are actively visiting villages to provide technical guidance. He urged farmers to take full advantage of these opportunities and also visit the JSS KVK center to receive more information about climate-suitable crops and modern cultivation techniques. He advised them to conduct soil testing at least once every two years to make informed decisions about crop selection and nutrient application.

Dr. Deepak addressed the participants on the importance of food processing and the value addition of agricultural produce. Agriculture Officer Anand spoke about the facilities available specifically for women farmers under various departmental schemes.

The program was presided over by Shri Siddaraju, Gram Panchayat Member, who expressed that the event was highly beneficial for local farmers. He encouraged participants to seek guidance from scientists and apply their knowledge to improve crop yield and income.

In T. Narasipura Taluk, similar sessions were held at Muguru and Hosahemmige villages, where Sri Shamraj, Cultivation Expert from JSS KVK, interacted with farmers to understand their cropping patterns and the challenges they face. He offered insights into monsoon field preparation, the selection of improved seed varieties, seed treatment, and integrated nutrient management techniques.

Dr. Sujatha Nair and Dr. Anuradha Sane of ICAR IIHR, Bengaluru, addressed the farmers on effective horticultural crop management, focusing on seed selection and best cultivation practices. Sri Shivanna, Taluk Technical Manager for the ATMA Program, shared details about government agriculture schemes and how farmers can benefit from them.

The event concluded on a high note, reflecting the continued impact and success of the Vikasit Krishi Sankalp Abhiyan in empowering farmers with actionable knowledge and support systems.



Vikasit Krishi Sankalp Abhiyan: Empowering Farmers with Practical Insights and Scientific Knowledge

Suttur, June 4, 2025: As part of the ongoing Vikasit Krishi Sankalp Abhiyan, the ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, organized a day-long awareness and training program for farmers at the District Training Center, Naganahalli, Mysuru, on June 3, 2025.

The program was inaugurated by Dr. Dhananjaya, Deputy Director, Agriculture Department, and Dr. B.N. Gnanesh, Senior Scientist and Head, ICAR JSS KVK, Suttur. Noted scientists Dr. Sujatha Nair from IIHR, Bengaluru and Dr. Anuradha Sane were present as chief guests.

In his inaugural address, Dr. B.N. Gnanesh urged farmers to undertake soil testing, proper land preparation, and crop selection before sowing to ensure better yields. He advised the use of disease-resistant seed varieties, emphasized seed treatment, and encouraged farmers to grow jowar as a sustainable alternative to tobacco, mentioning that produce could be sold to Glowco Company at prices above the minimum support price.

In a related session at Kuruburu village, T. Narasipura Taluk, farmers were trained in integrated nutrient management and pest and disease control in Sugandharaja crop. Dr. Sujatha Nair recommended replacing Sugandharaja with high-yielding Arka Prajwal, and adopting drip and uphill irrigation techniques to combat root rot and nematodes.

At Jeemaranahalli village in Nanjangud Taluk, Dr. Anuradha Sane inspected tissue-cultured banana plantations facing challenges and provided on-ground recommendations to farmers.

Similar educational programs were held in Tayuru, Ishwaragowdanahalli, Nerale, and Halepura villages in Nanjangud Taluk, in collaboration with local Agriculture Department officials and Gram Panchayats.

Dr. Vinay G.M., ICAR JSS KVK, shared insights on soil testing techniques, monsoon land preparation, green composting, crop and variety selection, and nutrient management in crops. He also introduced farmers to Samruddhi light nutrient banana and vegetable varieties, highlighting their benefits.

Dr. Prasad addressed common monsoon crop diseases and pests, emphasizing biological control methods, especially for paddy crop management.

Dr. Satish Evunje, Senior Scientist, Central Freshwater Aquaculture Research Institute, Bengaluru, discussed the activities of the institute and provided valuable details about the Pradhan Mantri Matsya Sampada Yojana and other state-supported fisheries programs.

In Hanumanahalli, Beejanahalli, and Mirle villages of Saligrama Taluk, Dr. U.M. Rakshitraj provided training on livestock health, including management of foot and mouth disease in cattle. Dr. Deepak engaged farmers with insights on value addition in crops, nutritional benefits of kitchen gardening, and related practices.

The series of sessions provided hands-on knowledge and interactive learning opportunities for hundreds of farmers across Mysuru District, helping them adopt modern, scientific, and sustainable agricultural practices.





Vikasit Krishi Sankalp Abhiyan: Empowering Farmers Through Knowledge and Innovation

Mysuru, June 3, 2025: The ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, has launched the Vikasit Krishi Sankalp Abhiyan program in Mysuru District, with the aim of spreading scientific agricultural knowledge and practical farming solutions among rural communities. As part of the initiative, three dedicated teams comprising officials from the Agriculture Department and agricultural research scientists have been deployed across the district.

On June 2, 2025, a program was held in Gungralchatra village, Mysuru Taluk, where Dr. Vinay G.M. of JSS KVK spoke on critical farming topics such as land preparation, the use and benefits of green compost, and monsoon-specific precautionary measures.

Dr. Gundappa B., from the National Bureau of Agricultural Insect Resources (NBAIR), Bengaluru, informed farmers about the Bureau's ongoing research and its relevance to crop protection. He discussed pest control in jowar and coconut crops, highlighting biocontrol strategies and disease prevention.

Dr. Siddappa, from Horticulture University, Mysuru, addressed issues related to Thottapatti crops, nutrient management in coconut farming, and the importance of utilizing new crop varieties. Dr. Shivakumar, also from the university, explained soil testing, soil conservation, organic matter enhancement, and how to identify and manage nutrient deficiencies in crops.

Dr. Tanveer, Horticulture Department, Bagalkote, shared updates on the latest technologies and facilities offered by the department, particularly through the Raitha Seva Kendra, Ilwala. Sri Venkateshmurthy, Horticulture Officer, outlined schemes and benefits available through the department such as drip irrigation, support for GI-tagged crops like Mysuru Mallige, Nanjangud Rasabale, and Mysuru beetle leaves, and employment generation through government schemes.

The program saw active interaction between farmers and scientists, with over 75 farmers (including women) participating. The team also visited KG Halli, Beechanahalli, Chakahalli, and Jayapura villages in HD Kote Taluk, where they engaged with local farmers on topics like nutrient management, jowar crop diseases, biocontrol methods, and soil testing.

Farmers also received insights into ginger crop disease management, proper soil sample collection, and State and Central Government schemes available to support farming.

Dr. B.N. Gnanesh, Head and Senior Scientist, JSS KVK, encouraged farmers to visit the KVK center to gain hands-on knowledge about horticulture, animal husbandry, vermicomposting, and scientific farming methods.

Other experts present included Dr. Shamraj of JSS KVK, Dr. M. Sampathkumar of ICAR-ANBA, Bengaluru, and Dr. P. Preeti, Scientist, IIHR. The program benefited over 50 farmers, including both men and women.



Farmers Should Prioritize Chemical-Free Agricultural Practices: Suttur Sri

Sri H.M. Nagaraju inaugurating the Vikasit Krishi Sankalp Abhiyan program held at Sri Sutturkshetra, organized by the ICAR JSS Krishi Vigyan Kendra, in the divine presence of His Holiness Jagadguru Sri Shvilarathri Deshikendra Mahaswamiji. Sri Mallayya Swami, Sri M. Madangopal, Prof. Mallepuram G. Venkatesh, Sri Mahima Patel and progressive farmers are seen in the picture.

Suttur, May 31, 2025: His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji emphasized the importance of chemical-free farming while speaking at the **Viksit Krishi Sankalp Abhiyan** program held at Suttur on **May 29, 2025**. The event was organized by the **ICAR JSS Krishi Vigyan Kendra (KVK)**.

In his benedictory address, His Holiness expressed concern that excessive use of chemical fertilizers has led to soil degradation and food toxicity. “Farmers must give importance to organic farming. Just as human beings undergo regular medical check-ups, soil too should be examined periodically to maintain its health,” he said. He urged farmers to combine ancient agricultural wisdom with modern technology and to seek guidance from agricultural science centers to improve their farming practices.

Sri H.M. Nagaraju, Joint Director of the Horticulture Department, Mysuru, highlighted the core purpose of the Viksit Krishi Sankalp Abhiyan—farmer education. He noted that Karnataka ranks first in the country in horticultural crop production and encouraged farmers to adopt **drip irrigation** for water efficiency, prioritize organic methods, and take advantage of government schemes and programs.

Sri M. Madangopala, IAS (Retd.), remarked that a nation’s prosperity depends on the well-being of its farmers. He pointed out that India now leads the world in rice production and advised farmers to select crops suitable to each season.

Former MLA Sri Mahima Patel urged ICAR JSS KVK officials to guide farmers on cultivating rain-dependent crops. He warned against excessive use of chemicals and stated, “Along with organic farming, organic politics is also needed today.”

Prof. Mallepuram G. Venkatesh, former Vice-Chancellor, emphasized that farmers are the backbone of the country and society. He called upon governments to work toward farmers’ welfare and encouraged traditional agricultural practices.

Dr. B.N. Gnanesh, Head of ICAR JSS KVK, provided insights into the objectives of the Viksit Krishi Sankalp Abhiyan.

The event began with an invocation by Matrushri Parvathamma and team. Sri G.L. Tripurantaka delivered the welcome address, while Sri K.P. Basavaraju offered the vote of thanks. The program was compered by Sri Mahadevaprasad.

[HH Jagadguru Sri Shivarathri Deshikendra Mahaswamiji Launches ‘Viksit Krishi Sankalp Abhiyan’ at Suttur](#)

Suttur, May 30, 2025: The ‘Viksit Krishi Sankalp Abhiyan’ was formally launched at Suttur by His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji, marking a major initiative to disseminate scientific agricultural knowledge and modern technologies among farmers across Mysuru District.

Speaking on the occasion, Dr. B.N. Jnanesh, Head of ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, shared key details of the campaign. The ICAR JSS KVK will organize 200 meetings across 135 villages in Mysuru District between **May 2 and June 12**. These meetings aim to bridge the gap between agricultural research and practice by taking cutting-edge laboratory innovations directly to the farmers' fields.

“Our objective is to reach out to **22,000 farmers** under this initiative,” said Dr. Jnanesh. “The program will create awareness on new seed varieties, advanced farming technologies, and sustainable agricultural practices.”

A wide array of stakeholders will actively participate in the campaign, including:

- Agricultural scientists from premier research institutes
- Officials from the departments of agriculture, horticulture, dairy farming, and fisheries
- Representatives from non-governmental organizations (NGOs)
- Progressive farmers from the region

The campaign reflects a collaborative and inclusive approach to empower the farming community, boost productivity, and promote region-specific best practices for long-term agricultural development.





Horticultural Crops Helpful for Financial Independence: Shri H.M. Nagaraju

Group photo of the participants of the ‘Farmers Camp’, held at Sri Sutturkshetra, jointly organized by the Jagadguru Shri Veerasimhasana Mahasamsthana Math, Shri Shivarathreeshwara Dharmika Datti and JSS Mahavidyapeetha. Shri B.N. Nagesh, Chief Manager, SBI Lead Bank, Shri H.M. Nagaraju, Joint Director, Horticulture Department and Convener of the program are seen in the picture.

Suttur, May 06, 2025: “Horticultural crops are helpful in attaining financial independence,” observed Shri H.M. Nagaraju, Joint Director, Horticulture Department, while addressing the valedictory function of the farmers camp held at Sri Sutturkshetra on May 05, 2025.

In his address to the farmers, Shri Nagaraju emphasized the importance of organic farming. “Farmers should prioritize organic practices. Using organic manure enriches soil fertility by providing essential nutrients. Drip irrigation must be adopted, and regular soil and water testing should be conducted. The Horticulture Department offers subsidies for

cultivating crops such as arecanut, coconut, mango, banana, and ornamental flowers,” he informed.

Shri B.N. Nagesh, Chief Manager, SBI Lead Bank, expressed his belief that participants had gained valuable insights into effective agricultural practices. “Banks prioritize agriculture and offer loans accordingly. Farmers must ensure they utilize their agricultural land efficiently. Processing and selling their own produce directly to consumers can fetch better prices,” he advised.

Shri G. Krishnaprasad of the Sahaja Samruddha Samsthe stressed the foundational role of seeds in agriculture. “Always choose sowing seeds suited to your land and climatic conditions. Desi seeds are currently in high demand. The success of agricultural yield depends not only on the quality of seeds but also on the method of farming. Avoid harmful and toxic farming practices,” he urged.

Progressive farmer Shri P. Shivakumaraswamy described cultivation as an experimental and dynamic process. “Farming methods vary from region to region. Cultivation itself holds elements of entrepreneurship. Farmers should understand the market demand, cultivate accordingly, and ensure profitability. With the right mindset and confidence, financial self-reliance is achievable,” he said.

Shri N. Keshavamurthy, Executive, Akashavani, Mysuru, spoke on the cultural significance of Indian agriculture. “India has a farming legacy of over 5,000 years. Agriculture was once the very essence of Indian life. The festivals we celebrate are deeply tied to our agricultural traditions. Agriculture continues to unite communities and is central to our identity,” he observed.

Camp participants Shri Swamilavana, Shri H.R. Shivamadu, Shri M.P. Ramashetty, Smt. S.B. Sheetal, and Shri K.S. Pradeep shared their thoughts and experiences.

The camp report was presented by Shri Y.S. Manju Patel, while Smt. Dhanya rendered the invocation. Dr. U.M. Rakshitraj delivered the welcome address, Dr. B.N. Jnanesh proposed the vote of thanks, and Dr. G.M. Vinay compered the event.



Nature is the True Teacher of Agriculture: Dr. Halathi Somashekar

Farmers taking part in the 'Kapilarati' on the banks of Kapila river as part of the farmers camp held at Sri Sutturkshetra, jointly organized by the Jagadguru Sri Veerasimhasana Mahasamsthana Math, Sri Shivarathreehswara Dharmika Datti and JSS Mahavidyapeetha. The participants offered arati to Kapila river, expressing their devotion.

Suttur, May 05, 2025: "Nature itself is a teacher for agriculture," said Dr. Halathi Somashekar, noted agricultural expert, while addressing farmers at a special camp organized at Sri Sutturkshetra.

In his address, Dr. Somashekar highlighted the importance of returning to traditional agricultural practices inspired by nature and ancient wisdom. "In ancient times, saints and monks were also farmers. They began their daily agricultural activities by offering prayers to the gods of fire, wind, and rain," he said. He encouraged those practicing 'Vedakrishi' (Vedic agriculture) to treat their fields as laboratories and share this agricultural heritage with fellow farmers. "We must strive to grow and provide chemical-free crops," he added.

Sri Vinod, Manager, State Bank of India, emphasized the immense contribution of farmers to national development. "Both state and central governments have introduced various loan schemes for farmers. It is important that farmers become aware of these schemes and utilize them effectively," he said. He appealed to farmers not to lose hope during times of crisis. "Instead of resorting to suicide, adopt financial discipline and continue your efforts with determination," he urged.

Dr. B.N. Shadaksharimurthy spoke about mixed farming as a modern and sustainable agricultural practice. He specifically highlighted the benefits of dairy farming as a path to financial independence. "Breeds such as Gir, Sindhi, Rati, and Hallikar are ideal. Rearing local cattle varieties not only supports organic farming through natural manure but also ensures nutritious dairy products for the people," he noted.

The camp activities included early morning mass prayers followed by yoga. In the afternoon, participants watched the animated movie *Suttur Guruparampare*, enjoyed traditional desi games in the evening, visited nearby shrines and temples, and received blessings. They also participated in evening prayers on the banks of the Kapila River, including the *Kapilarati*, followed by vibrant cultural programs.

Farmers from various districts across the state enthusiastically took part in the camp.



ICAR-JSS KVK and Boruka Charities Conduct Urad Cultivation Training and Input Distribution for Farmers in Model Pulse Villages

Suttur, March 26, 2025: The ICAR-JSS Krishi Vigyan Kendra (KVK), Suttur, in collaboration with Boruka Charities, T. Narasipura, organized a training program on scientific cultivation techniques for the high-yielding Urad Dal variety LBG 791 in Madapura, C.B. Hundi, and Jalahalli villages under the Model Pulses Village Program.

Dr. B.N. Gnanesh, Senior Scientist and Head of ICAR-JSS KVK, explained the objectives of the initiative, while Seed Technology expert Smt. H.V. Divya guided farmers on improved cultivation practices. She highlighted the benefits of the disease-resistant LBG 791 variety, which offers higher yields with lower input costs, and demonstrated proper seed treatment using biofertilizers like Rhizobium, PSB, and Trichoderma at 200 grams per acre. Farmers were advised on soil preparation with Trichoderma-mixed manure (4 tons/acre) or organic manure (2 tons/acre) applied 2–3 weeks before sowing, along with balanced chemical fertilizer application based on soil test results (10:20:10 kg NPK per acre).

Detailed recommendations were provided for urea, SSP, MOP, and DAP combinations, along with weed management using herbicides. The program concluded with the distribution of LBG 791 seeds to participating farmers.

Smt. Mangala, Program Coordinator of Boruka Charities, along with JSS KVK experts Dr. Vinay G.M., Dr. Y.P. Prasad, Dr. Deepak, and field assistants, facilitated the sessions held

on March 21–22, 2025, which saw enthusiastic participation from over 275 farmers across the villages.

This initiative aims to enhance pulse productivity, reduce cultivation risks, and improve farm incomes through sustainable agricultural practices.



ICAR JSS Krishi Vigyan Kendra and Boruka Charities Collaborate to Empower SC/ST Farmers with Urad Cultivation Training and Seed Distribution

Narasipur, March 24, 2025: In a significant step toward empowering Scheduled Castes (SC) and Scheduled Tribes (ST) farmers, ICAR JSS Krishi Vigyan Kendra (KVK) and Boruka Charities, T. Narasipur, organized a comprehensive training program on the cultivation, seed treatment, and seed production of the high-yielding urad variety LBG 791. The program, held at Akkur village of T. Narasipur taluk, aimed to equip farmers with advanced agricultural techniques to enhance productivity and profitability.

Dr. B.N. Gnanesh, Senior Scientist and Head of ICAR JSS Krishi Vigyan Kendra, emphasized the organization's commitment to introducing new and improved crop varieties tailored to farmers' needs. He highlighted the importance of training programs in guiding farmers to achieve higher yields and sustainable farming practices.

Key Recommendations for Urad Cultivation:

Smt. H.V. Divya, Seed Technologist at KVK, addressed the challenges faced by farmers in the region, who predominantly cultivate the T9 or local urad varieties, which are prone to diseases and yield low output. She recommended the LBG 791 variety as a superior alternative, citing its resistance to yellow leaf disease and higher yield potential.

To ensure healthy crop growth and maximize yield, Smt. Divya provided detailed guidance on seed treatment, soil preparation, and fertilizer application:

1. Seed Treatment:

- Treat seeds with organic fertilizers such as Rhizobium, PSB, and Trichoderma at a rate of 200 grams per acre.

2. Soil Preparation:

- Apply manure mixed with Trichoderma at a rate of 4 tons per acre or 2 tons of organic manure 2-3 weeks before sowing.

3. Chemical Fertilizers:

- Based on soil test results, apply chemical fertilizers in the ratio of 10:20:10 kg nitrogen: phosphorus: potash per acre. Specific recommendations include:
 - Urea 21.7 kg + SSP 125 kg + MOP 16.7 kg, or
 - 10:26:26 (38.5 kg) + Urea 13.4 kg + SSP 62.5 kg, or
 - DAP 43 kg + Urea 4.7 kg + MOP 16.7 kg.

4. Weed Management:

- Spray the herbicide Sodium Acefluorfen 16.5% + Clodinafop-Propargyl 8% EC (Patela) at a rate of 3.5-4 ml per liter of water within 15-24 days of sowing when the soil is moist.

Smt. Divya assured farmers that the LBG 791 variety would not only yield higher outputs but also reduce cultivation costs due to its disease-resistant properties. She encouraged farmers to select high-quality plants and preserve seeds for future sowing.

Seed Distribution and Farmer Participation:

Following the training session, urad seeds of the LBG 791 variety were distributed to all participating farmers. Detailed records of the beneficiaries were maintained to ensure effective follow-up and support.

The event saw the presence of Mrs. Mangala, Program Coordinator of Boruka Charities, along with KVK's subject matter experts, including Dr. Vinay G.M., Dr. Y.P. Prasad, and Dr. Deepak. Field assistants Akshay, Mahendra, and Mahadevaswamy also contributed to the program's success. Over 80 farmers from the region actively participated, gaining valuable insights into modern urad cultivation practices.

Conclusion:

This collaborative initiative by ICAR JSS Krishi Vigyan Kendra and Boruka Charities underscores their shared commitment to empowering marginalized farming communities through knowledge dissemination and resource support. By adopting the LBG 791 variety and implementing recommended practices, SC/ST farmers in T. Narasipur are poised to achieve higher yields, reduced costs, and improved livelihoods.

[PM Kisan Yojana 19th Installment Financial Assistance Transfer Program to be Held on February 24, 2025](#)

Suttur, February 20, 2025: The 19th instalment financial assistance transfer program under the PM Kisan Yojana is scheduled to be held on February 24, 2025, at 2:00 PM. As part of this program, a special dialogue on agricultural issues will be organized at ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, Nanjangud Taluk, at 11:00 AM on the same day.

The session will provide an opportunity for farmers to discuss key agricultural challenges, advancements, and government support initiatives. Following this, the live broadcast of the PM Kisan Yojana financial assistance transfer program will be conducted at the KVK premises in the afternoon.

Farmers and women farmers are encouraged to participate in both the interactive session and the live broadcast in large numbers. This event serves as an important platform to gain insights into government schemes, financial aid, and modern agricultural practices.

For further details, interested farmers can contact ICAR JSS Krishi Vigyan Kendra, Suttur.



Farmers Encouraged to Utilize National Livestock Mission for Sustainable Growth

Suttur, February 17, 2025: The ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, successfully conducted a three-day workshop on 'Scientific Methods of Animal Husbandry' to educate farmers on modern livestock farming practices.

Addressing the valedictory session, Dr. Shivanna, Joint Director, Department of Animal Husbandry and Veterinary Services, Mysuru, emphasized the need to adopt scientific methods in animal husbandry to meet the increasing nutritional demands of India's growing population. He highlighted the findings of the Indian Medical Research Centre, which recommend a daily intake of 300 ml of milk, half an egg, and 33 gm of meat per person for adequate nutrition.

Dr. Shivanna also informed farmers about the Government of India's National Livestock Mission, which provides a 50% subsidy for sheep, goat, and swine farming, as well as fodder and animal feed units. He urged farmers in Mysuru district to take advantage of this scheme and apply online for subsidies and bank loans to promote self-employment.

Dr. H. Teggi, Joint Director, Animal Husbandry Excellence Centre, encouraged participants to utilize government schemes to strengthen their economic position. Dr. Nagaraju, Assistant Director, Sheep and Wool Corporation, stressed that dairy farming has been instrumental in improving farmers' financial stability and advised them to adopt scientific livestock farming techniques for higher profits.

Speaking on the occasion, Dr. Jnanesh, Senior Scientist & Head, ICAR JSS KVK, highlighted that the Kendra regularly organizes training programs, seminars, and workshops to support farmers in enhancing their income through modern agricultural techniques.

The event saw participation from progressive farmers, scientists, and over 65 farmers. Experts including Dr. Raghavendra, Dr. Vijeth, Dr. Chetan, Dr. Deepak, Dr. Rakshit Raj, and Sri Ashwatappa also contributed to the discussions.



[Three-Day Training Program on Scientific Animal Husbandry Practices Held at ICAR JSS Krishi Vigyan Kendra](#)

Suttur, February 2025: A three-day training program on scientific animal husbandry practices was successfully organized at ICAR JSS Krishi Vigyan Kendra (KVK), Suttur, Nanjangud Taluk, in collaboration with the Center of Excellence in Animal Husbandry, Government of India, and the Department of Animal Husbandry and Dairying.

Dr. H. Teggi, who inaugurated the program as the chief guest, emphasized that the government is conducting various training programs for farmers at JSS KVK and other institutions to enhance their knowledge of animal husbandry and help them increase their income. He encouraged farmers to take advantage of these programs and adopt scientific practices in dairy, sheep, goat, and poultry farming.

Shri Arvind S.C., Joint Director, KMF Training Center, highlighted the importance of scientific dairy farming with modern technology to ensure success. He pointed out that

farmers can increase their profits not only from milk but also by raising calves, stressing the need for pure milk production in a competitive market.

Dr. Nagaraju, Deputy Director, Animal Husbandry and Veterinary Services Department, Mysuru District, underscored the importance of providing quality nutritious fodder to cattle. He advised farmers to dedicate 15-20% of their land to growing fodder and encouraged them to share their training knowledge with fellow farmers to promote sustainable and profitable animal husbandry.

Dr. B.N. Gyanesh, Senior Scientist and Head, ICAR JSS Krishi Vigyan Kendra, who presided over the event, urged farmers to develop a bond with their cattle and suggested integrating agriculture with animal husbandry to double their income.

The training program witnessed participation from experts, including Dr. Mallikarjuna Swamy, Dr. Balaraj, Shri Ashwathappa, Dr. Vinay G.M., Dr. Rakshit Raj, and Dr. Deepak, along with KMF officials and over 60 farmers.

This initiative provided valuable insights into scientific livestock management, fodder cultivation, and sustainable dairy farming, equipping farmers with the skills needed to improve their productivity and earnings.



[One-Day Training Program on Water User Cooperative Societies Successfully Conducted](#)

Suttur, February 13, 2025: A one-day training program for Water User Cooperative Societies was successfully organized on February 13, 2025, in collaboration with ICAR JSS Krishi Vigyan Kendra, Suttur, and CADA, Mysuru, at the JSS KVK Training Hall.

The program was inaugurated by Shri Mariswamy, President, CADA, Mysuru, who interacted with the farmers about the functioning of water user societies and emphasized the importance of addressing existing challenges and inefficiencies.

Dr. Chandra Kalajat, Director of Agriculture, CADA, Mysuru, attended as the chief guest and provided insights into the Command Area Development Authority's (CADA) plans and initiatives aimed at improving water management and agricultural productivity.

Presiding over the program, Dr. B N Gyanesh, Senior Scientist & Head, ICAR JSS Krishi Vigyan Kendra, Suttur, highlighted the importance of bio-fertilizers in sustainable agriculture and their role in improving soil health.

The event featured expert sessions from agriculture and horticulture specialists:

Mr. Shamaraja, Subject Expert, Agriculture, JSS KVK, delivered a lecture on soil and water test-based fertilizer management, management of paddy, alkaline and swampy soils, and integrated crop management in catchment areas. Dr. GM Vinay, Subject Expert, Horticulture, JSS KVK, educated farmers on integrated crop management of horticultural crops in the catchment area.

The program concluded with a vote of thanks delivered by Dr. Deepak, Subject Expert, Home Science, JSS KVK.

This training initiative provided valuable knowledge and practical solutions to farmers, equipping them with the necessary skills to enhance water management, soil health, and crop productivity in their respective regions.