

Empowering farmers

A comprehensive guide to KVK Portal of ICAR

U S Gautam¹, R R Burman^{1*}, Sujeet K Jha¹, Alka Arora², Sudeep Marwaha², Soumen Pal² and Naseeb Choudhary³

¹Division of Agricultural Extension, ICAR-HQ, New Delhi 110 012

²ICAR-Indian Agricultural Statistics Research Institute, New Delhi 110 012

³Chaudhary Charan Singh Haryana Agricultural University, Hisar, Haryana 125 004

This article delves into the transformative role of Krishi Vigyan Kendras (KVKs), operating under the aegis of Indian Council of Agricultural Research (ICAR), in elevating the socio-economic status of farmers across India. As integral component of the National Agricultural Research System (NARS), KVKs serve as dynamic knowledge and resource centres, focused on the assessment, refinement, and dissemination of location-specific agricultural technologies. The Krishi Vigyan Kendra (KVK) portal, developed by the ICAR, designed to provide farmers with a plethora of resources and services stands out as a beacon of innovation. Through on-farm demonstrations, technology assessments, and capacity-building programme, KVKs facilitate to empower farmers with the latest advancements in agriculture. The collaborative efforts of KVKs with public, private, and voluntary sectors underscore their comprehensive approach to improve the agricultural economy at the district level. The current article explores the multifaceted functions of KVKs, emphasizing their pivotal role in connecting research initiatives with the extension system and farmers. Moreover, this article serves as a comprehensive exploration of how KVKs, as catalysts for agricultural innovation, contribute to the holistic betterment of farmers and the sustainable development of Indian agriculture.

Keywords: Extension, Farmer, Knowledge hub, Portal

IN an era, where technology plays a pivotal role in transforming traditional practices, the Krishi Vigyan Kendra (KVK) portal, developed by the Indian Council of Agricultural Research (ICAR), stands out as a beacon of innovation. This online platform, accessible at <https://kvk.icar.gov.in/>, is designed to provide farmers with a plethora of resources and services aimed at enhancing agricultural productivity and promoting sustainable farming practices. Krishi Vigyan Kendra (KVK) plays a pivotal role in the agricultural landscape of India, serving as a knowledge and resource hub for farmers. Under the aegis of the ICAR, these centres are instrumental in disseminating advanced agricultural technologies, providing hands-on training, and conducting on-farm

demonstrations. This article delves into the significance, functions, and impact of Krishi Vigyan Kendra's in the context of Indian agriculture.



Snapshot of the KVK portal

Krishi Vigyan Kendra Knowledge Network portal (<http://kvk.icar.gov.in/>) provides basic information of KVKs, facilities of KVKs, district agricultural contingency plan, upcoming, ongoing and past events organized by KVKs, package of practices, access to agro-meteorological advisory and agricultural commodity market prices to farming community. The portal facilitates KVKs to update and upload all types of information so that the related information and knowledge can reach to the farming community in time. A KVK Mobile App for farmers has also been developed for Android users and is available for download in Google Play Store. Farmers need to register and select primary KVK in the App for accessing information. Farmers can ask any farm-related query to the experts of KVKs for solution.



Snapshot of the KVK app

Key features: KVK (ICAR) Portal and KVK App

Knowledge Repository: The portal serves as a centralized hub for a vast repository of agricultural knowledge. Farmers can access a wide range of information related to crop cultivation, pest management, soil health, and more. Best package of practices are readily available to assist farmers in making informed decisions.

Technology dissemination: KVK (ICAR) Portal acts as a bridge between farmers and cutting-edge agricultural technologies. It disseminates information about the latest advancements in farming techniques, crop varieties, machinery etc. Farmers can stay updated on modern farming practices and adopt techniques that can significantly improve yield and reduce input costs.

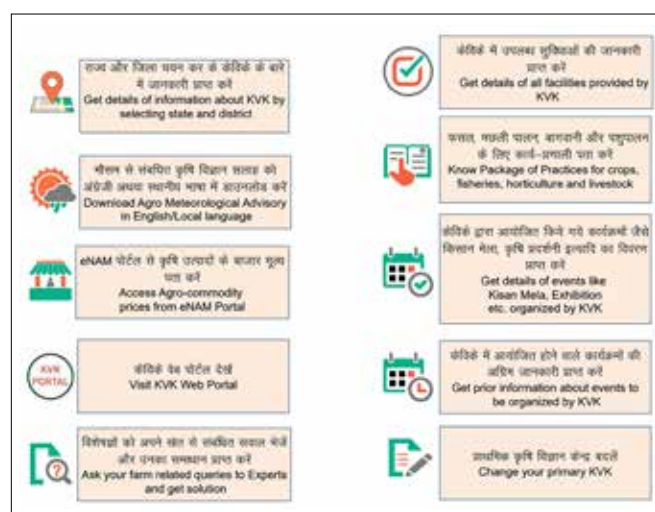
Market information: Real-time market information is crucial for farmers to make informed decisions about selling their produce. The portal provides agro-commodity market prices. This feature empowers farmers to negotiate better prices and strategize their crop production based on market demand.

Weather updates and advisory: Weather plays a crucial role in agriculture. The portal offers timely weather updates and forecasts, helping farmers plan their activities more effectively. Advisory services related to weather patterns, crop selection, and timing of agricultural operations are provided to mitigate the

impact of adverse weather conditions.

Events' information: The KVK (ICAR) portal provides diverse agricultural events information, including training programme, webinars, exhibitions, field days, awareness campaigns, interactive sessions, etc. These events aim to empower farmers with knowledge, showcase innovations, and foster collaboration, contributing to the sustainable development of agriculture in India.

Query resolution: Farmer can ask their farm-related queries along with images, audio, video to the experts of the KVKs and get resolutions for the same. Farmers can seek advice, share experiences, and collaborate with peers, fostering a sense of community and collective learning and many more.



User interface of the KVK app

Background

Established by the ICAR, Krishi Vigyan Kendras are district-level agricultural science centres, created with the primary objective of bridging the gap between scientific research and on-field agricultural practices. The first KVK was set up in 1974 in Puducherry, and since then, their number has grown substantially across the country. The KVK scheme is 100% financed by Govt. of India; and the KVKs are sanctioned to central/state Agricultural Universities, ICAR institutes, related Government Departments and Non-Government Organizations (NGOs) working in Agriculture sector.

Distribution of KVKs under different institutions is given below:

Central/State Agricultural Universities	509
ICAR Institutes	66
NGOs	101
State Governments	38
Other Educational Institutions	17
Total	731

KVKs, being an integral part of the National Agricultural Research System (NARS), aims at assessment of location-specific technology modules in agriculture and allied enterprises, through technology

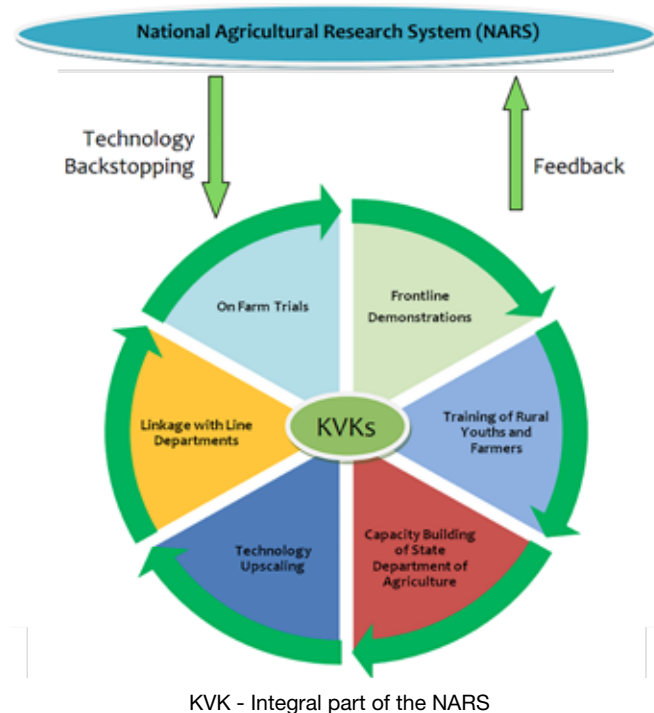
assessment, refinement and demonstrations. KVKs have been functioning as Knowledge and Resource Centre of agricultural technology supporting initiatives of public, private and voluntary sector for improving the agricultural economy of the district and are linking the NARS with extension system and farmers.

ATARI (ICAR)

ATARI stands for Agricultural Technology Application Research Institute, and it is a crucial component of the ICAR. ATARI plays a pivotal role in coordinating and facilitating the application of agricultural technologies developed by various research institutions under the ICAR across different agro-ecological regions. ATARI stands as a key institution dedicated to ensure that cutting-edge agricultural research translates into tangible benefits for farmers across diverse regions in India. Through its multifaceted functions, ATARIs play a pivotal role in shaping the future of agriculture by fostering innovation, promoting sustainability, and improving the livelihoods of farming communities.

Integral part of the National Agricultural Research System (NARS)

Krishi Vigyan Kendras are indeed an integral part of the NARS in India. The NARS comprises of various agricultural research institutions and organizations working collaboratively to address the diverse challenges faced by the agricultural sector. KVKs serve as the practical arm of NARS, ensuring that the outcomes of agricultural research are effectively communicated, demonstrated, and implemented at the grassroots level.



Major activities under KVK

Krishi Vigyan Kendras (KVKs) engage in a wide range of activities aimed at enhancing agricultural

productivity, promoting sustainable farming practices, and empowering farmers with the latest knowledge and technologies. The specific activities of KVKs can vary, but they typically include on-farm demonstrations, training programme, frontline extension services, seed production and distribution, soil health management, livestock and fisheries development, agro-processing and value-addition, exposure visits, farmers' fair and melas, research and innovation, women empowerment, natural resource management, etc.

These activities collectively contribute to the overall goal of KVKs, which is to improve the livelihoods of farmers, enhance agricultural sustainability, and facilitate the adoption of modern and efficient farming practices in the respective regions they serve.

Mandate and activities of KVK

The mandate of KVK is technology assessment and demonstration for its application and capacity development.

To implement the mandate effectively, the following activities are envisaged for each KVK:

- On-farm testing to assess the location specificity of agricultural technologies under various farming systems.
- Organize frontline demonstrations to establish production potential of technologies on the farmers' fields.
- Capacity development of farmers and extension personnel to update their knowledge and skills on modern agricultural technologies.
- To work as knowledge and resource centre of agricultural technologies for supporting initiatives of public, private and voluntary sector in improving the agricultural economy of the district.
- Provide farm advisories using ICT and other media means on varied subjects of interest to farmers.

In addition, KVKs produce quality technological products (seed, planting material, bio-agents, livestock, fingerlings, etc.) and make it available to farmers, organize frontline extension activities, identify and document selected farm innovations and converge with ongoing schemes and programs within the mandate of KVK.

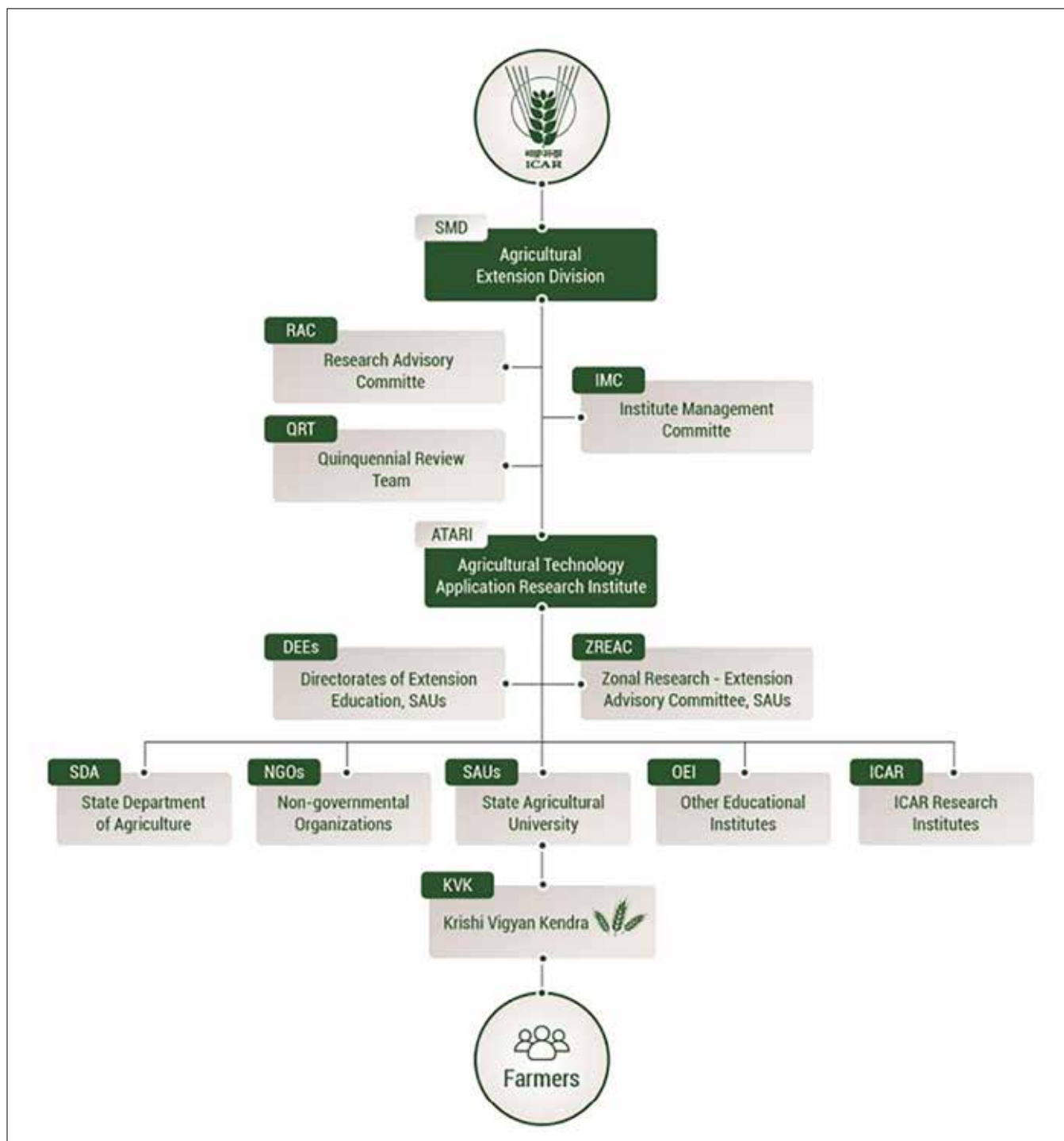
Benefits of KVK portal for farmers

Enhanced productivity: Access to a wealth of agricultural knowledge and technologies empowers farmers to adopt best practices, leading to increased productivity and yield.

Cost reduction: By staying informed about the latest agricultural technologies and market trends, farmers can optimize input costs and improve overall profitability.

Risk mitigation: Timely weather updates and advisory services help farmers anticipate and mitigate risks associated with weather fluctuations, pests, and diseases.

Market access: Market information enables farmers to make strategic decisions about crop selection and



Organizational chart

production volume, ensuring better access to markets and improved bargaining power.

Community building: The interactive forums on the portal foster a sense of community among farmers, encouraging collaboration, knowledge sharing, and collective problem-solving.

SUMMARY

Krishi Vigyan Kendras play a vital role in transforming Indian agriculture by acting as a bridge between research and field-level implementation. Through their multifaceted activities, KVKs contribute to the sustainable development of agriculture, empower

farmers, and ensure food security. As India progresses on its agricultural journey, the role of Krishi Vigyan Kendras remains indispensable in shaping a resilient and progressive agricultural sector. The KVK (ICAR) Portal emerges as a transformative tool in the hands of farmers, bridging the gap between traditional agricultural practices and modern technology-driven approaches. By providing access to knowledge, technology, and a supportive community, the portal plays a pivotal role in empowering farmers and contributing to the sustainable development of agriculture in India.

*Corresponding author e-mail: rajarshi.burman@icar.gov.in