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## **Lecture 7**

**Various extension/ agriculture  
development programmes  
launched by ICAR**



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Indian Council of Agricultural Research (ICAR) is the apex body in India, which is entrusted with the responsibility of providing guidance and leadership in agricultural research, education and extension. The mandate includes promotion of transfer of technology programmes. A post of Deputy Director General (Agricultural Extension) is created at ICAR who is responsible for assessment, refinement and transfer of agricultural technologies, which includes crop, livestock and fisheries.

The involvement of ICAR in extension started with the formulation and implementation of several front line extension programmes such as



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National Demonstration (1966), Operational Research Project (1972), Krishi Vigyan Kendra (1974), Lab to Land Programme (1979), Frontline Demonstrations and Technology Assessment and Refinement (TAR) - Institution Village Linkage Programme (IVLP). National Agricultural Technology Project (NATP), [Agricultural Technology Management Agency](#) (ATMA), National Agricultural Innovation Project (NAIP) and Horticultural Mission. The frontline extension programmes of ICAR were designed to organize the demonstrations by scientists to show the production potentiality of modern agricultural technologies to identify its location specificity in the farmers' field.

**National Demonstration Project (NDP)**



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**National Demonstration Project (NDP)**  
National Demonstration Project (NDP) was implemented during the year 1965 to demonstrate the production potentialities of technology package on major crops to fully exploit these demonstrations for the purpose of training the farmers' and extension workers. Further, it provided the scientists feedback of the problems faced by the farmers with respect to adoption of new technologies.



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- In other words, through the educational and services approach rural people are stimulated to make changes that result in more efficient production and marketing of farm products, conservation of natural resources, more comfortable homes, improved health, and more satisfying family and community life.



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## **Trainers' Training Centres (TTC)**

The ICAR has established Trainers' Training Centres in different parts of the country to provide specialized training to the teachers of the KVKs and also to those in - service teachers and staff who are involved in vocational agriculture in different institutions. The objectives of TTCs are

- to impart training to the teachers of KVK in agricultural technology as well as in pedagogy.
- to train teachers who are likely to be engaged in teaching in agriculture at high school level.
- to train the trainers



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## **Krishi Vigyan Kendra (KVK)**

The ICAR has established KVKs in the country in the year 1976 - 77 with an objective of imparting learning through work experience. It also aims at imparting training to extension workers who are already employed and to practicing farmers and fishermen who wish to be self-employed. For a detailed discussion see

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Sewak Extension Training Centres of the region.

to organize vocational training programmes in agriculture technologies and home economics .

There are eight TTCs functioning in the country to provide technical support and update the skill of the staff of KVKs and subject matter specialists in their areas of specialization as well as latest training methodology.



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## Frontline Demonstrations (FLD)

“Seeing is believing” is the main principle behind the demonstrations. Earlier demonstrations were being organized in the research stations/farms, which came under criticism because the research farm situation cannot be compared to the farmer’s field. This criticism could be avoided by conducting demonstrations on farmers’ fields, which automatically provide opportunity for the researchers, extension personnel and the farmers to evaluate the technologies. With this intention the ICAR laid emphasis on front line demonstrations with the

following objectives:

- to demonstrate the newly released production technologies on the farmers’ fields
- to exploit their maximum potential in a given farming system.
- to prepare technical leadership in the villages by imparting desired training and
- to organize the need based training programmes for subject matter



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## **Operational Research Project (ORP)**

Operational Research Project (ORP) was initiated in 1975 to identify technological as well as socio-economic constraints and to formulate and implement a combination of technology modules on area/watershed/target group basis. The performance of the new technology is to be tested on farmers' fields at operational level under the existing resources and socio-economic and cultural conditions to address the common agricultural problems affecting the existing farm production system on community basis.

## **Lab to Land programme (LLP)**

Lab to Land programme (LLP) was implemented in 1979, by ICAR as a part of its Golden Jubilee celebrations. The aim of the programme is to assist the selected farm families for improving their farming systems and thereby generating more employment and income. The basic idea is to bring the scientists and farmers into a common forum and to introduce appropriate technologies facilitating the diversification of labour-use and creating supplementary sources of income in the fields of agriculture