

Particulars of its organization, functions and duties (Section 1(1)(b)(i))

1.1.1 Name and address of the Organization

ICAR-Agricultural Technology Application Research Institute (ATARI)
CRIDA Campus, Santoshnagar, Hyderabad -500059

1.1.2 Head of the organization : Director, ICAR-ATARI, Hyderabad

1.1.3 Vision, Mission and Key objectives

Mandates of ATARI

- Coordination and monitoring of technology application and Frontline Extension Education Programs through KVKs
- Strengthening Agricultural Extension Research and Knowledge Management

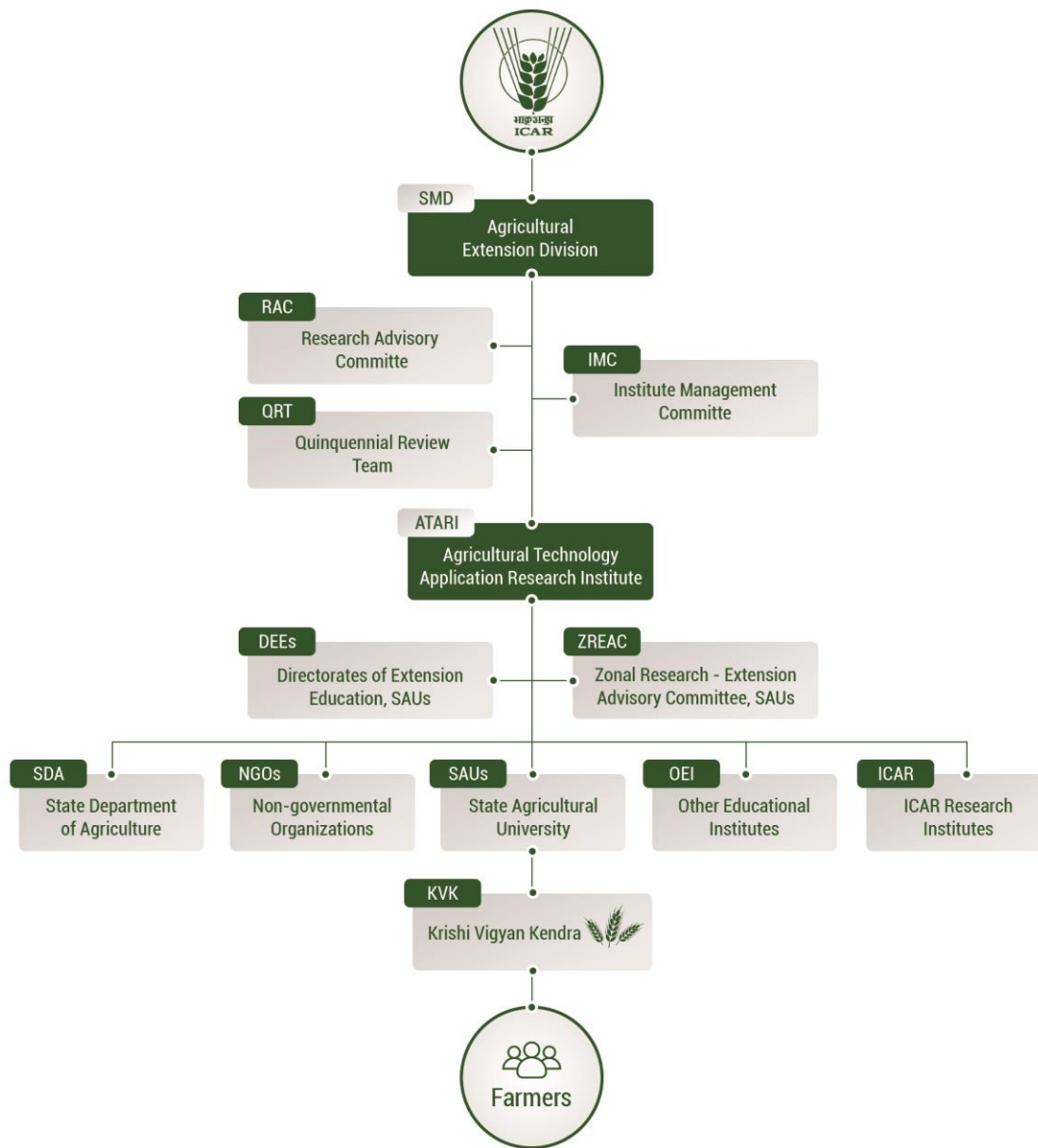
Mandates of KVKs

- 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 in frontier agricultural technologies and enterprises.
- Work as Knowledge and Resource Centre for improving overall agricultural economy in the operational area.

1.1.4 Function and duties

The ICAR-ATARI, Hyderabad functions under the administrative control of Division of Agricultural Extension of ICAR headed by the Deputy Director General (Agricultural Extension). The ATARI is headed by the Director who is assisted by the Principal Scientists, Senior Scientists, technical, administrative and supporting staff. The requisite infrastructure for the smooth functioning of ATARI was built in the same premises as ICAR- Central Research Institute for Dryland Agriculture (CRIDA), Santoshnagar, Hyderabad.

1.1.5 Organization Chart



1.1.6 Any other details-the genesis, inception, formation of the department and the HoDs from time to time as well as the committees/ Commissions constituted from time to time have been dealt

A massive programme by the name “Lab to Land” was launched by the National Co-ordination committee during 1979-80, the golden jubilee year of ICAR for ensuring successful transfer of economically viable and socially acceptable technologies generated in the laboratories to farmers’ fields. The objective of the programme was to adopt 50000 small and marginal farmers and landless labourers throughout the country to transfer

available farm technologies of crop production, livestock farming, farm tools and implements, pisciculture, sericulture, apiculture *etc.* including crop-livestock integration and the programme was implemented from September, 1979. To facilitate the implementation and monitoring of the Lab to Land programme, the country was divided into eight zones and Zonal Co-ordination units were established for each zone during the same year. Zonal Coordination Unit for Transfer of Technology, Zone-V was established in September, 1979 as Cess Fund Scheme at Andhra Pradesh Agricultural University, Hyderabad primarily to monitor the activities of the Lab to Land Programme in the states of Andhra Pradesh and Maharashtra. The unit was shifted to the campus of Central Research Institute for Dryland Agriculture (CRIDA), Hyderabad during the year 1985 and it remained operational till 1986. It was later was brought under the plan scheme of ICAR during the year 1986.

All the other ICAR supported Transfer of Technology Projects that were implemented in the zone *viz.* Krishi Vigyan Kendras (KVK), Trainers Training Centre (TTC), National Demonstration Scheme (NDS), Operational Research Projects (ORP), All India Coordinated Project on SC / ST (AICRP SC/ ST) and Special Projects on Oilseeds were brought under the umbrella of the Zonal Co-ordination unit during the year 1987. The additional responsibility of monitoring the Front Line Demonstrations (FLD) on oilseeds under Oilseeds Production Programme (OPP) and pulses under National Pulse Project (NPP), farm implements and cotton was entrusted with the ZC unit during the years 1990 and 1991. In 1995, a pilot project on Institute Village Linkage Programme (IVLP) launched by the council for Technology Assessment and Refinement (TAR) was also implemented in the zone by the unit. In 1998, Zonal Research Stations under the State Agricultural Universities (SAU) were strengthened to take up the additional functions of KVKs and these re-mandated KVKs have also been monitored by the unit since then.

The X and XI Five Year Plan (FYP) period was marked by a phenomenal impetus in the establishment of new KVKs in Zone-V covering the states of Andhra Pradesh and Maharashtra. During XI FYP period, Council approved establishment of 97 new KVKs which included 24 additional KVKs in geographically larger districts, 12 each in the states of Andhra Pradesh and Maharashtra. With the addition of several new KVKs in each zone, ICAR has upgraded all the eight Zonal Coordination Units to the status of Directorates and thus Zonal Project Directorate (ZPD), Zone-V came into existence during the year 2009. The status of the ZPDs was changed into Institutes with the mandate of Extension Research being added and the post of Zonal Project Director being upgraded to that of Director with effect from 2015. The ZPD was re-designated as “Agricultural Technology Application Research Institute (ATARI). Further, ICAR reorganized the 8 ATARIs into 11 with revised jurisdiction of states. ATARI, Hyderabad is re-designated as Zone-X for coordination of KVKs in Andhra Pradesh, Telangana, Tamil Nadu and Puducherry. In XII plan, 11 additional KVKs were sanctioned out of which six were established in Andhra Pradesh and Telangana.

Krishi Vigyan Kendra

Krishi Vigyan Kendra (Farm Science Center) is a science/ technology led, farmer centric institution, established with the purpose of providing knowledge and skill training to the farmers, rural youth and field-level extension workers. Vocational training in agriculture and allied fields through KVK has become the need of the hour for ensuring livelihood security and enhancing farm income which is envisaged to be doubled by 2020. The farmers not only require knowledge and understanding of intricacies of new technologies but also more skills to adopt the same in varied and complex field situation on their farms. In view of this, the role of KVK was further enhanced by adding the responsibility of on-farm testing and front-line demonstrations of major agricultural technologies to dovetail the same with location specific environment. In order to equip the present day farmers to face the challenges of information explosion and to bridge the digital divide, KVKs were also given the other responsibility of acting as knowledge and resource centre of agricultural and allied technologies. The use of ICT by KVKs has been substantial to provide necessary and timely information on weather, markets and solutions to various day to day problems faced by farmers.