

## **Activities undertaken by KVKs to address farmers' problems and assist civil administration to fight against the COVID-19 pandemic**

KVKs have responded to the challenges posed by COVID-19 Pandemic to farmers and farming sector across the country in tune with the policy directions and guidelines issued by the Government of India to all the States and UTs.

### **A. Advisory to farmers & other stakeholders:**

Taking note of the occurrence of the Corona-19 pandemic to coincide with critical farm operations in agriculture and allied sectors, ICAR through its countrywide network of Research Institutes, KVKs also supported by Agricultural Universities alerted the farmers and stakeholders across the country on the pre-cautions, safety measures and need for social distancing while carrying out the time bound field operations such as harvesting, post-harvest processing, storage and marketing of grains, fruits, vegetables, eggs, meat and fish.

ICAR issued National and state-specific advisory for farmers (Annexure-I), translated into 15 regional languages and widely communicated through digital platforms. An e-Book documenting the advisories at the national and state level has also been prepared. The advisories received prime coverage in print, electronic and social media across the country including DD Kisan and other channels.

'**Kharif advisory for farmers**' was issued for dissemination in 15 regional languages to farmers and farmer groups in 29 states through 718 KVKs along with state extension departments through print, electronic and social media and digital platforms. The kharif advisory covers better management practices to be adopted by farmers in all major kharif crops of paddy, maize, millets, pulses, soybean, sugarcane, vegetables and fruit crops; livestock, poultry and fisheries production systems during the ensuing kharif season to boost farm productivity and profitability.

'**Best farm practices to combat COVID 19**' identifying more than 100 best farm practices that helped farmers and farmers groups to cope with the lockdown by all KVKs across the country were documented for further dissemination. The practices cover innovative marketing linkages established, farm mechanization solutions to tackle labour shortage, improved storage, feed and fodder management, critical extension and advisory services, processing and value addition examples.

More than **9.80** crore messages were sent through issue of **2688** advisories across the states (Table 1).

**Table 1: mKisan Portal messages disseminated from 27.04.2020 to 24.06.2020 by KVKs**

<b>State</b>	<b>Advisories</b>	<b>Messages</b>
ANDHRA PRADESH	93	5016366
ARUNACHAL PRADESH	19	8706
ASSAM	144	227642
BIHAR	54	729820
CHHATTISGARH	236	11554252
DELHI	3	2362
GUJARAT	163	2766121
HARYANA	52	3254286
HIMACHAL PRADESH	32	553873
JAMMU AND KASHMIR	13	13770
JHARKAND	37	1835466
KARNATAKA	236	8844133

KERALA	43	306954
MADHYA PRADESH	494	17011879
MAHARASHTRA	290	14482703
MANIPUR	39	7788
MEGHALAYA	10	2322
NAGALAND	2	370
ODISHA	164	8721684
PUNJAB	54	393534
RAJASTHAN	54	3593716
SIKKIM	23	25218
TAMIL NADU	208	2073676
TELANGANA	67	6155721
TRIPURA	2	5295
UTTAR PRADESH	62	4277265
UTTARAKHAND	10	22073
WEST BENGAL	84	6184533
<b>Total</b>	<b>2688</b>	<b>98071528</b>

Dissemination of advisory was also made through WhatsApp groups, newspapers, radio and TV channels Facebook and other ICT platforms. Advisories have been disseminated to a total of 20.28 lakh farmers. Out of these, 9.37 lakh farmers have been covered through 6711 KVK WhatsApp groups and 10.91 lakh farmers reached through other ICT platforms. News items on advisories issued by KVKs appeared in 1588 newspapers, messages were disseminated through broadcast of 395 radio talks and 92 TV programs besides attending 1.27 lakh calls from farmers. In addition, KVKs have also sent the advisories to state department and private extension network for faster dissemination for rapid and wider coverage to their group members. Nearly 52003 q of improved seed of crops, 78.78 lakhs of planting material and 13.0 lakh fish fingerlings have been mobilized by KVKs for supply to farmers.

KVKs disseminated the message for use of Aarogya Setu mobile application to fight COVID 19 pandemic to **63.27**lakh farmers which has been downloaded by **8.16** lakh farmers.

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