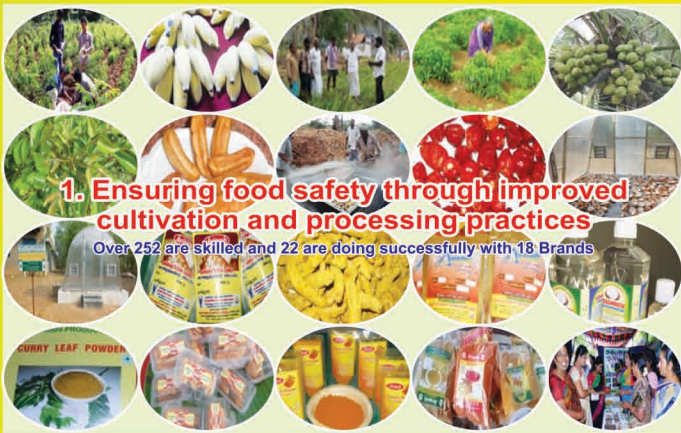




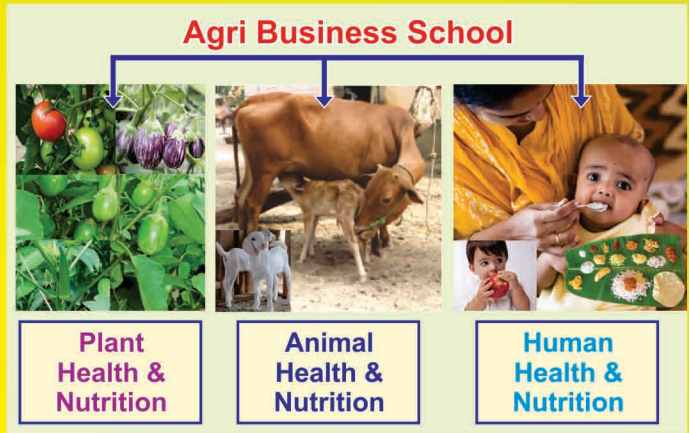
INDIAN COUNCIL OF AGRICULTURAL RESEARCH KRISHI VIGYAN KENDRA, COIMBATORE



Indian Council of Agricultural Research Krishi Vigyan Kendra, Coimbatore is functioning with the prime objective of developing methodologies for the rural population to improve their farm production and profitability through scientific approaches. Besides primary agriculture, secondary and speciality agriculture system has also been made practical by farmers and entrepreneurs for creating income generating models by the KVK. Success stories have been documented on above practices and there has been a definite contribution in support of the development of the economy in the District. Participation of rural youth is remarkable more particularly in the area of agriculture, horticulture, processing, value addition and fodder cultivation. Integration of all above enterprises more effectively is being done at farm level for best utilization of available resources. Hence, the focus of ICAR KVK Coimbatore is on Primary & Secondary Agri. produces for Consumers needs, Strengthening relationship between Producers & Consumers and Village level Institutions for Integrated / Speciality Agriculture. Food safety and Doubling farmers income is given due importance in the recent Past, with group dynamic approaches.



Consumer diet quality is enhanced through improved agricultural practices - location specific technologies are practiced



Agri business school is established for training / empowering form women to work on consumable products in support of plant, animal and human health and nutrition



Production of Agriculture inputs, quality farm produces grading & value addition leads to increased entrepreneurs / farmers' profits



Our associates / partners contributing to quality production of agriculture inputs, farm produces, value addition of the same; farmers and consumers are utilizing these benefits



Entrepreneurs are trained on quality assurance, pricing, branding, grading, labeling and marketing of the products made through the business school; consumers have expressed their higher confidence level & total satisfaction



Producers and consumers are brought together to build up relationship. Producers are able to understand their responsibility and consumers are able to be confidence to accept their producers at higher cost



Integrated crop management technologies are practiced at farm level to ensure food safety and nutritional assurance in support of consumers expected quality



Producers and consumers interface also had display of quality farm produces and processed safe food to sensitize stakeholders



Producers and consumers interaction meetings were conducted in different community living areas; scientists, experts, thousands of stakeholders participated from different parts of the district



Inputs produced by self help groups / entrepreneurs are displayed and distributed to the farmers directly in order to reduced their cost of production besides helping them to follow good agriculture practices



Consumers are assured about the fresh and quality produces - wide range of vegetables. Value Chain management is educated to all stakeholders & are confirm to be practiced to achieve benefits at producers/consumers level



Ecologically rejuvenative agriculture is achieved through soil testing, eco friendly agri input management and sustainable food production which is helpful for the farmers to reach consumers with confidence

Farmers and entrepreneurs are trained to adopt primary, secondary and speciality agriculture practices, which has helped earning income more than double



Doubling / Enhancing farm income is achieved through production of safe agriculture produces, adding value to commodities and also by integrating enterprises at farm level

Village level institutions are established in different parts of District and these are acting as models for various farmers, entrepreneurs and students to visit and learn integration of enterprises at farm level



4. Spread of quality livestock / breeds in support of farmer livelihoods and speciality agriculture



Production of quality and safe commodities are ensured at farm level. Quality is thus produced in fields and are preserved at processing centres. These commodities along with speciality agriculture produces are promoted

Rearing livestock, growing various breeds of birds and maintaining enterprises are to be added in an agriculture farm to ensure best integration to achieve sustainability and enhance farmers income

THE KENDRA'S INFRASTRUCTURE



Administrative building



Prayer Hall



Avinash Hall for Seminar



Training Hall



Soil water testing lab



Exhibition Hall



Library



Agri Bussiness School



Farmers Hostel



Meteorology Unit



IFS unit



Staff quarters

KVK - DEMONSTRATION UNITS



Banana



Coconut



Fruit cafeteria



Agro forestry



Terrace Garden



IFS unit



Green house / Solar Dryer



Sericulture unit



VAM



Agri Business School



Azolla



Fodder Bank



Earth Worms Hatchery



MN mixture pro. Unit



Poultry unit



Calf rearing unit



Vermi compost



Soil binding grass



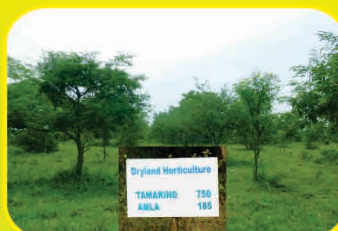
Stall fed Goatery



Goat rearing unit



Coconut nursery



Dryland Horticulture



Honey bee rearing



Hatchery unit



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