



Tamil Nadu Agricultural University  
Coimbatore – 641 003

Dr. E. Somasundaram, Ph.D.,  
Public Relations Officer  
Mobile: 94890 56730

Phone: 0422 - 6611302  
Fax: 0422 – 2431821  
E-mail: [pro@tnau.ac.in](mailto:pro@tnau.ac.in)

---

To  
The Editor,

Date: 10-5-2017

Sir,

I request that the following matter may kindly be published in your esteemed daily:

**TNAU Krishi Vigyan Kendra, Virinjipuram, Vellore won National Award**

For the first time in the history of Tamil Nadu Agricultural University (TNAU) Krishi Vigyan Kendra (KVK), Virinjipuram, Vellore of Tamil Nadu State, one among over 83 KVKs in the southern zone of India, has won the “Best Krishi Vigyan Kendra Award 2016”.

Krishi Vigyan Kendra, Virinjipuram located at Vellore District in Tamil Nadu has brought laurels for the state by bagging the zonal level best KVK award instituted by the Indian Council of Agricultural Research (ICAR), stated a press release.

The award for the year 2016, comprising of a citation, a certificate and a cash prize of Rs. 2,25,000/-, was handed over to Dr. S. Joshua Davidson, Programme Coordinator of KVK Vellore by Shri. Radha Mohan Singh, Hon’ble Union Minister of Agriculture and Farmers Welfare and the union minister of state for Agriculture, the Director General, ICAR along with a host of other dignitaries present at a function Krishi Unnati Fair, IARI, New Delhi on March 15-17, 2017. KVK Vellore was conferred the award in recognition of its outstanding and exemplary contributions in the field of agricultural, horticulture, veterinary, and home science extension.

The KVK, Vellore has been instrumental in developing location-specific, need based and applied models of technology transfer that have contributed to strengthening the production base of farming systems, building capacity of stakeholders in the agricultural sector and developing agricultural entrepreneurship. This has been achieved

through activities like frontline demonstrations, technology assessment and refinement, vocational and in-service training and establishing forward linkages to facilitate marketing of agricultural commodities.

KVK Vellore has been adopting a strategic delivery mechanism in order to reduce the vulnerability of the less privileged sections of the farming community in order to ensure their livelihood security, besides promoting sustainable agricultural practices. The KVK is manned by a multidisciplinary team of expert scientists belonging to the disciplines of agriculture, horticulture, veterinary science, and home science.

KVK Vellore has been chosen for this prestigious award for the promotion and spread of the cotton cultivation on a big scale in Gudiyatham block of Vellore District which was economically backward due to the conventional practices of rainfed sorghum and cumbu. The horizontal spread of the cotton cultivation is earmarked from 50 ha. to 2200 ha across the entire block. Besides, mechanization of paddy cultivation was introduced through unemployed rural youths by imparting skill training and named them “Green Army” and the process of mechanization on paddy cultivation spontaneously driven to paddy growing areas of Vellore District through custom hiring services by Green Army. This KVK has also formulated a new wild boar bio-repellent which is popularized across Tamil Nadu State

Programme Coordinator Dr. S. Joshua Davidson said that the brain child and chief architect of this KVK Vellore is Dr. K Ramasamy, Hon’ble Vice Chancellor, Tamil Nadu Agricultural University, Coimbatore and the continuous motivation led by Dr. H. Phillip, Director of Extension Education, TNAU, Coimbatore. He also acknowledged the encouragements of Dr. M. Pandiyan, Professor and Head, Agricultural Research Station and Scientists from ICAR, ATARI, Bengaluru.

Public Relations Officer