EXTENSION & PUBLICITY DIVISION

SCIENTISTS

1. Mr. Debojit Das, Scientist-D

3. Mr. Shafi Afroz, Scientist-B

VISION

To assure sustainable livelihood and improvement in the quality of living of the stakeholders of the sericulture industry.

MISSION

Expansion of mulberry acreage and improvement in the productivity through technological intervension and by sensitization of farmers in coordination with State Sericulture Departments in the eastern and north eastern India.

MANDATE

- Technological interventions at the stakeholders' level
- Adoptive research and transfer of technology
- Popularization of technologies through ECPs
- Attending to the emerging field problems
- Expansion of mulberry acreage through HYV
- HRD through TTPs and FTPs
- Dissemination of advisory services through ***m kisan*** portal and ***IFFCO kisan*** portal
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ACTIVITIES OF THE EXTENSION DIVISION

- Implementation of Projects / Progammes
- Implementation of Adarsh Swachh Resham Gram
- Tranfer of technologies
- Expansion of mulberry acreage
- Extension communication programmes
- Human Resource Development through
  a) Trainers' Training Programme
  b) Farmers' Training Programme
- Raising of sapling
- Revenue Generation

ONGOING RESEARCH PROJECTS / PROGRAMMES

1. MOT 3601- *Skill Gap Analysis and Capacity Building of Sericulture Extension Workers and Farmers in Traditional and Non-Traditional States*
2. *Adarsh Swachh Resham Gram*
3. *Seri Model Village*

HIGHLIGHTS OF THE ACIEVEMENTS OF EXTENSION & PUBLICITY DIVISION (2016-17)

- **Seri Model Village**: 17 Seri Model Villages were identified in the Eastern and North Eastern region. Separate technology packages (Rainfed and irrigated) were disseminated among 1800 beneficiaries at the field level.
- During the period, the leaf yield recorded was 44.74 t / ha / yr under irrigated condition and 12.81 t / ha / yr under rainfed condition. A total of 3,20,825 dfls (MxB: 27000 & BxB: 50825) were reared by all the beneficiaries. The average cocoon yield (BxB) under rainfed condition was 41.89 Kg per 100 dfls and under irrigated condition (MxB) was 49.04 Kg per 100 dfls.

- **Popularization of technologies: Four technologies were popularized through demonstration among 685 farmers.**

  - Application of Thiamethoxam (0.015%) for whitefly management covered 150 farmers' field, the results reflected a saving of leaf loss by 8.1 - 13.8 %.
  - Yellow Sticky Traps for the management of major mulberry pests covered 250 farmers' field which helped in loss reduction by 6 – 10.6 %.
  - Application of soil test based sulphur fertilizer application in mulberry field for productivity and quality improvement, covered 185 farmers and observed yield gain to the range of 8.7 – 12.4 %.
  - Foliar application of 1 % Potassium Chloride (KCl) / Jalsanjeevani in mulberry field for moisture retention under rainfed condition covered 100 farmers and leaf yield gain observed was 4.3 – 5.9 %.

- **IT Initiatives: Development of data base and technology:**
  - A total of 3015 farmers' data base was created and 115 messages in different languages (viz., *Bengali, Hindi, Odia, Nepali, Khasi in English* script) had been sent through the mKisan portal to forewarn and take preventive measures towards sericultural crop success during the year 2016-17.
  - Three documentary films (15 min each) were made on **'Kisan Nursery', 'Nari Shakti in sericulture' and 'Bivoltine sericulture'** for telecasting.
  - 16 number of *"Resham Katha"* on sericulture improvement through All India Radio has been broadcasted for dissemination of modern technologies for the farmers benefit and 02 FM Broadcasting has been aired for sericulture development.
- **Extension Communication Programmes (ECPs)**
  - Different ECPs, viz., Awareness programmes, Audio-visual programmes, exhibitions, Field demonstration, etc. are being organized at the farmers' field with multifold approach of dissemination of farmer friendly technologies, catering farmers' needs and also the pre-warning the farmers of any upcoming field problem.
  - A total of 16375 stakeholders were sensitized through 273 extension communication programmes

- **Human Resource Development**
  - Sixty nine (69) farmers Training Programme (2279) and 02 Trainers' training Programme (15) were organized and 2294 persons were trained.

- **Adarsh Swachh Resham Gram**
  - A total of 330 farm families practicing mulberry sericulture as their major livelihood in Mallickpur-Diara village were adopted for implementing Adarsh Swachh Resham Gram. Baseline data collection completed.

CONCLUDED PROJECTS

- MOE-3195: Study on farmers' characteristics and adoption behaviour with reference to sericulture technologies in West Bengal [2001-2003]
- MOE-3244: aA study on yield gap in sericulture between laboratory recommendation and field performance in West Bengal [2002-2003]
- MOE-3306: Updating and assessment of package of practices of mulberry sericulture and transfer (a TAVT programme) [2001-2003]
- MOE-3361: A study on constraint analysis in mulberry sericultural technology transfer [2006-2007]

- MOE-3363: Role of extension personnel in disseminating sericultural technologies as perceived by the sericulture farmers [2006-2007]
- MOE-3388: A study on impact of different schemes to sericultural farmers of West Bengal [2006-2007]
- MOE-3396: Technology assessment and refinement through Institute Village Linkage Programme - Phase II [2007-2010]
- PROGRAMME: A development programme on sericulture at Murshidabad district - an IVLP approach [2005-2009] (in collaboration with DoT (S) West Bengal)
- Cluster Promotion Programme: To improve the productivity by exploiting available resources in a cluster mode for improving the quality of life of the sericultural farmers. [2008-2012]
- IVLP: Institute Village Linkage Programme Phase III (2010-13)
- IVLP: Institute Village Linkage Programme Phase IV (2014-17)