



Dr. YSRHU

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Dr. Y.S.R. HORTICULTURAL UNIVERSITY
Venkataramannagudem, West Godavari District - 534 101, Andhra Pradesh

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HORTICULTURAL ECONOMICS



India is bestowed with a varied agro-climate, which is highly favourable for growing a large number of horticultural crops such as fruits, vegetables, root tuber, aromatic and medicinal plants, spices and plantation crops like coconut, arecanut, cashew and cocoa. Vegetables, fruits, plantation crops and spices contributed to 59.8 per cent, 30.9 per cent, 6.5 per cent and 2.1 per cent of total horticulture production, respectively. The production of vegetables and fruits in the country is estimated to be around 1,506 lakh tonnes and 753 lakh tonnes, respectively, during 2011-12.

In India, Horticulture contributes 29.65 % to GDP from 13.5% area and has proved beyond doubt its potentiality for gainful diversification. One of the significant development is that horticulture has moved from rural confine to commercial production, and this changing scenario has boosted up the Horticulture industry. Of the 140 million farmers in the country, horticulture engages about 20 million. And, since it also contributes 25-30 per cent to farm gross domestic product, it should hold a dominant position in India's farm policy.

In Andhra Pradesh, several horticultural crops are grown on a commercial scale in all the three regions and provide livelihood to millions of farmers in the state. Horticulture contributes to about 4 per cent of the state GDP. Horticultural crops cover 13% of the gross area in the state. The area under Horticulture is 19.06 lakh ha. with an annual production of 191.42 lakh tonnes. Andhra Pradesh with high geographical diversity, 9 agro-climatic zones, varied soil types and good irrigation resources is better placed in the production of various horticultural crops such as fruits (8.18 lakh ha; 104.95 MT), vegetables (2.51 lakh ha; 42.1 MT), plantation crops (3.48 lakh ha; 3.5 MT), spices (3.36 lakh ha; 11.8 MT), flowers (0.21 lakh ha; 1.16 MT) and medicinal and aromatic plants (0.09 lakh ha; 0.13 MT).

It has been observed that there is a shift in cropping pattern in favour of horticulture in India in the past one-and-a-half decades. Analysis of the economic feasibility of this shift to fruits and vegetable shows that it's economically viable and beneficial to shift towards horticulture production. Production of horticultural produce has jumped many fold since 1950-51 and over the years, horticulture development has assumed an important position in the economy of the country. Production and export of flowers have increased manifold and the country has a major stake in global trade of spices and cashew nuts. Export of medicinal plants, fruits and vegetables have also exhibited rising trend. Export growth of fresh fruits and vegetables in term of value is 14% and of processed fruits and vegetables is 16.27%.

Focused attention to horticulture was given during Eighth Plan although tune was set in VII Plan after achieving self-sufficiency in food grains. The investment in horticulture sector with focused attention has resulted in spectacular change in the horticultural scenario, and production and productivity of horticultural crops, which have increased many folds. The issue that is most clearly emerging is that the horticulture sector in the country despite numerous challenges and short comings, is moving fast and is in a crucial phase of development. Hence, there exists innumerable business opportunities in the horticulture sector of India. Investors and entrepreneurs, from all over the world, are making greater investments into the sector and are actively involved in trading of India's horticulture crops. The Governments, both at the Centre and the State level, are making all efforts to commercialize the horticultural activities in the country.

It is estimated that India has 240 million acres of cultivable wasteland, which is lying idle, which can be brought under orchard crops without curtailing the area under food crops. Economic condition of many farmers engaged in horticulture has improved and it has become a means of improving livelihood for many unprivileged classes too. Flower harvesting, nursery maintenance, hybrid seed production and tissue culture, propagation of fruits and flowers and food processing are highly remunerative employment options for women in rural areas. It has been estimated that this sector provides employment to around 19 per cent of the total labour force. Higher incomes and urbanization in India, changing lifestyles, international market integration and trade liberalization are expected to increase the demand for horticultural products even further.

In year-round cultivation, even if small amount of land is diversified towards horticulture commodities, and more importantly towards vegetables and flowers then the income level of the farmer can improve. Hence, major thrust areas needed for focus are

- To increase qualitative and quantitative production and productivity of area-specific crops as per the market demand and agro-climatic conditions in compact areas.
- To maximize economic, ecological and social benefits from the existing investments and infrastructure created for horticulture development in the state.
- To promote ecologically sustainable intensification, economically desirable diversification and skilled employment for rural youth, including farm women.
- To promote the development and dissemination of technologies based on the blending of traditional wisdom and new technologies
- Value addition in horticulture crops.

(Dr. C.V.S.K. Sarma)
VICE-CHANCELLOR

NEWS & EVENTS

IFFCO Airtel Sim Cards distribution programme was held on 04.04.2012 at Khammam by the Hon'ble Minister for Horticulture, Sericulture and RSAD, Andhra Pradesh to 2000 farmers in Andhra Pradesh through all the Research Stations, Krishi Vigyan Kendras of the University for sending of Voice Messages (5 Nos.) on production and protection technologies of Major Horticultural Crops every day in local language.



Zonal Research and Extension Advisory Council Meetings of Dr.YSRHU 2012 were conducted in the 3 Zones viz., Coastal, Rayalaseema and Telangana zones of Andhra Pradesh on 25th April, 2012 at Zilla Parishad Hall, Near Bus Complex, Karimnagar for Telangana Zone & 2nd May, 2012 for Coastal and Rayalaseema Zones at Harita Hotels & Resorts (A.P.Tourism), Beram Park, Vijayawada.



Formation day of Dr.Y.S.R. Horticultural University was celebrated on 26th June, 2012 both at Head Office and also at HC & RI, VR'Gudem.



The Associate Dean, Dr. M. B. N. Rao, HC & RI, VR'Gudem, the Estate Officer Sri.P.R.P.Raju, the Dean of Student Affairs, Dr. G.Subbi Reddy and former Director of Research of Dr. YSRHU, Dr. K. Purushotham have participated involving all the students.

A debate competition was conducted for students and three prizes were distributed to the winners of the debate.

Dr. B. R. Ambedkar's Birthday was celebrated at Admn. Office, Dr. YSRHU, Venkataramanagudem on 14th April 2010.



EDUCATION

HCRI, Venkataramannagudem

Tree students were selected for ICAR-JRF, Many students got admissions in All India Entrance Examination.



Horticultural Polytechnic, Kalikiri

NSS General Activities were conducted for two days i.e. on 16.06.2012 and 17.06.2012



Practical Visit : Mango processing unit (Aluka Foods Pvt. Ltd.) and Allovera Gel Extraction Plant (V.S. Bio Products Pvt. Ltd.) at Madanapalli on 12.04.2012 for 1st and 2nd year Diploma students.

HRS, Anantapur

Students of College of Agriculture Engineering, Madakasira, of 2nd Year Underwent Training Program on irrigation management and protected cultivation at Horticultural Research Station, Anantapur 23-06-2012.

HCRI, Anantharajupet

Placements : Eight (8) students of 2008 admitted batch B.Sc (Hons) Horticulture of HCRI, Anantharajupeta, were recruited by different companies through on campus /Off campus interviews.

ICAR Fellowships : 11 students of 2008 admitted batch B.Sc (Hons) Horticulture HCRI, Anantharajupeta, secured ICAR JRF/Non JRF selections in ICAR institutes for their PG programme.

NSS Programme

NSS special camp was organize at VPR Kandriga from 19-3-2012 to 25-3-2012 by NSS Unit-I of HCRI, Anantharajupet.





Veterinary camp deworming of buffalo, sheep, goat and calf.

COH, Mojerla

Two students of 2007 batch got ICAR **11th** (K.Nagaraju) and **17th** (B.Shiva) ranks and were awarded ICAR JRF for pursuing their P.G. and **14 more** students got seats in non-JRF Quota in different state Horticultural universities.

Through campus recruitment, **Eight students** of 2008 batch of this college got selection as Rural Development Officers in Andhra bank in JMG I scale

'Aries Agro Limited Mumbai' has conducted campus interviews at College of Horticulture, Mojerla for Field cum Sales Officer Posts and selected **10 candidates**

Two students from this college got selection as field officers in Reliance Fresh Farm Wing.

Dr. B. R. Ambedkar's Birthday was celebrated at College of Horticulture, Mojerla on 14th April 2010.

COH, Rajendranagar

The 3rd Annual day celebration of the college was held on **11th, May, 2012 at New College Of Horticulture, R'nagar.**



Inauguration of Mist Chamber

Inauguration of Polymist Chamber was done on **11.05.2012** by Dr Jagan Mohan, Joint Commissioner of Horticulture Govt. of Andhra Pradesh, who was a chief guest on the college day celebrations



Hemophilia Day

The World Hemophilia Day was organized on **17-04-2012** by the NSS unit-I.

Celebration of World Heritage Day

World Heritage Day was organized on **18-04-2012** by NSS Unit-I.

Celebration of Earth Day

NSS Unit-I has organized the Earth Day, 2012 in College Auditorium. The programme was



conducted on **21-04-2012** as the actual day i.e., on **22-04-2012** falls on public holiday.

World intellectual Property Day

It was organized on **26-04-2012**. Dr. M. Jayaprada, Assistant Professor, GPBR has acted as resource person and enlightened the students about the importance of this day.

Clean and Green Programme

Clean and Green Programme for 3 hours was organized on 21st January, 2012 with 100 NSS Volunteers and staff of College of Horticulture, Rajendranagar.

Celebration of National Voters Day

National Voters Day was celebrated at College of Horticulture, Rajendranagar on January 25th, 2012. On this occasion, Elocution, Essay Writing and Slogan Writing Competitions were conducted on 24th, January, 2012.

RESEARCH

HRS, Kovvur

Under sustainable organic production in banana, highest bunch weight of 35 kg was recorded with more than 10 cm girth of fingers.



Organic banana cv Grand Naine (35 kg bunch)

HCRI, Anantharajupet

Technical Problems noticed

S. No.	Name of the scientist & Designation	Name of the crop	Technical problem noticed	Control measure suggested
1	Dr. K.Jyothirmai Madhavi Scientist (Pl.Path)	Bacterial Bud rot	Tuberose	Thiophenate methyl @ 1.5 gms / lt

Photo- shows the symptoms of Bacterial Bud rot in Tuberose.





FRS, Rajendranagar

Floriculture Research Station, Rajendranagar has supplied 1000 bulbs of tuberose to KVK, Warangal, 2500 bulbs of Hyderabad single to KVK, CRIDA, Hyderabad.

Planting of three tuberose trials, one chrysanthemum trial, one trial on marigold has been initiated.

Steps are being taken up for the production of tissue culture plants in chrysanthemum and other flower plants.

MRS, Nuzvid

Significantly highest fruit number/tree of 30.5 fruits, highest yield/tree of 13.065 kg/tree, lowest incidence of thrips (5.3 thrips/panicle) and hoppers(5025 hoppers/panicle) was recorded when trees are centre opened, lightly pruned up to second node followed by clipping of fruit stalks after harvest when compared to rest of the treatments.

Totapuri recorded highest yield of 160.03 kg/tree among varieties whereas Neelisham recorded highest yield of 132.88 kg/tree among varieties whereas Neelishan recorded highest yield of 132.88 kg/ tree among hybrids under high density planting (7.5 m X 7.5 m spacing).

Mango (10 years aged Banshan) when intercropped with Brinjal recorded highest BCR of 2.59.

Peak incidence of leaf webber was recorded in November-March months (135 no/tree) whereas sucking complex and mango fruit borer was recorded highest in the months of January-March (2-160 no) and January-May (2-42%) fruit damage respectively.

Imidacloprid 17.80% SL @ 0.3ml /L water was effective against thrips whereas Thiomethoxam 0.25g/L was effective against hoppers 48 hrs after treatment.

Dichlorvos 76% EC @ 1.5 ml/L water recorded lowest fruit damage of 6.3% which was on par with Deltamethrin 2.8EC @ 1.5ml/L and combination spray of Chlorpyrifos+ Dichlorvos @ 2.5ml+1.5ml/L.

Swabbing of Chlorpyrifos+neem oil mixture to the tree trunks, removal of dried branches, collection of diapausing larvae on the cracks and crevices of trunk were done as a part of IPM of mango fruit borer.

EXTENSION

Diagnostic field visits

HRS, Lam

Dr.C.Venkata Ramana, Scientist (Hort.) inspected the crop failure fields of chilli hybrid US-341 at Vankayalapadu village of Inkollu mandal in Prakasam district along with JDA, Prakasam Dist., ADA, Parchur and Horticultural Officer, Chirala on 4.4.2012.

Dr.C.Venkata Ramana, Scientist (Hort.) participated in the diagnostic field visit at Prattipadu village to ascertain reasons for the chilli crop failure.

KVK, Venkataramannagudem

On Farm Trails

Total eight On Farm Trails were selected in various disciplines for the year 2012-13 to assess the latest technologies in farmer's fields as well as in KVK farm to increase the knowledge skills in various activities. Need based extension activities were taken up by various disciplines in KVK adopted villages as follows by the technical team of KVK Dr. E. Karunasree Programme Coordinator, N.Veerabhadra Rao, SMS (Fisheries), Dr. K. Vijay Prakash, SMS (Vety.Sci.) and P. Chandana, SMS (Horti.).

Four On farm Trails were taken up in the month of June, 2012.

Ginger variety Nadia Rhizomes were given to Five Farmers in adopted villages of Krishi Vigyan Kendra for OFT on "Evaluation of ginger variety Nadia".

L.Vannamei shrimp seed was given to Three Farmers for OFT on "Evaluation of Cost Economics of *L.Vannamei* at different stocking densities".

Distributed Co FS 29 Perennial sorghum fodder seeds to the beneficiaries in the adopted villages for "Introduction of New Perennial fodder variety Co FS 29 perinial sorghum (Nitya Jonna)".

Beneficiaries were selected in Four Adopted Villages by Organising Animal Health/Fertility Camp with support of Animal Husbandry Department for On Farm Trail on "Fertility Improvement through Standardized Ovsynch protocol".





Front Line Demonstrations

Six FLDs were taken up by the KVK at KVK farm as well in adopted villages - **Introduction of improved Sambha Masuri variety RP - Bio - 226**, distributed 50 Paddy kits (each 10 kgs) to the 50 nos. of farmers in different villages of West Godavari District.



Beneficiaries are selected and demonstrations are in progress at adopted villages for FLDs on "Introduction of Lilly variety *Hyderabad singles*", "Introduction of Chrysanthemum variety *Chandini*", "Micro irrigation in Banana", "Importance of Dissolved Oxygen in Indian Major Carps fish culture" and "Use of Chaff Cutter for Effective Utilisation of Fodder".

KVK, Pandirimamidi

Diagnostic Visits

On 16-04-2012 Smt. K. Dhanasree, SMS (Home Science) & Dr. Umamaheswara Rao, AD (AH) made visit to Indukurupeta village Gokavaram mandal and collected feedback from beneficiaries of Vanaraja birds supplied by Krishi Vigyan Kendra, Pandirimamidi. Beneficiaries were expressed that they are getting more income through sale of vanaraja birds than local variety. In three months duration the Vanaraja birds were growing 2.5 to 3kgs with full of colours similar to the local birds.



On 18-04-2012 Dr.A.Srinivas, Programme Coordinator, Sri V.Govardhan Rao, SMS (Plant Pathology), Sri B.Bhaskar Rao, SMS(Horticulture) and Sri Jithendranath, SMS (Agronomy), CTRI-KVK, Rajahmundry made diagnostic field visit to Coconut, Banana and Cocoa fields at Ganagalakorru village and made survey on different cropping patterns. In this visit observed Bract Mosaic in Banana and Iriofid mite in



Coconut and recommended to removal of infected plants in Banana & Monocrotophos root feeding in Coconut and suggested balanced fertilizer management.

On 02-05-2012 Sri Ch.Kiran Kumar, SMS (SSAC) made field visit to Tatiwada and Pedageddada villages of Rampachoda varam mandal and collected 50 soil samples from the farmers fields of field crops and orchards and also collected primary data on fertilizer application dosage and micronutrient deficiencies.



On 08-05-2012 Dr.A.Srinivas, Programme Coordinator, Sri B. Bhaskar Rao, SMS (Horticulture) and Sri V.Govardhan Rao, SMS (Plant Pathology) made diagnostic visit to pineapple intercrop in rubber at maredumilli. Observed Incidence of Sclerotium wilt and suggested to the farmers apply Capatan @ 2grms/lit as soil drench.



Group Discussions

On 26-05-2012 Dr.A.Srinivas, Programme Coordinator, Sri V. Govardhan Rao, SMS (Plant Pathology), Sri B.Bhaskar Rao, SMS (Horticulture), Sri Ch.Kiran Kumar, SMS (SSAC), Smt. K. Dhanasree, SMS (Home Science) visited peddakonda village for village adoption and interacted with the tribal people & leaders of the village regarding the activities of KVK, collected demographic profile, priority needs of the vilage.



PRA CONDUCTED

On 16-06-2012 conducted Participatory Rural Appraisa (PRA) in Peddakonda village of Marriwada panchayath and collected information regarding Population, Different crops to be cultivated, Irrigation sources, Livestock etc.



CASHEW GRAGTS PRODUCTION (ITDA-NREGS)

20,000 Cashew grafts production was completed and ready to supply to the farmers.





Mobile Advisory Services

On 10-04-2012 Kisan Mobile Advisory services Inaugural programme was started by Smt.T.Ratnabai, MP (Rajyasabha), Sri. K. Kasi Viswawnath Reddy, MLA, Rampachodavaram,. In this programme Airtel with IFFCO collaborated SIMS were distributed to 120 farmers in KVK operational mandals of East Godavari District.



Smt. T.Ratnabai, MP (Rajyasabha) & Sri K.K.Viswanath Reddy, MLA Dr.A.Sriniv, PC-KVK distributing SIM cards to the tribal farmers

KVK, Ramagirihilla

On Farm Testing

On Farm Testing of “Evaluation of performance of multi tolerant fine grain Rice variety, JGL - 11727 under irrigated rice situation” was conducted in an area of 10 acres. Sowing was done for nursery.



Training programme on “Drum seeding method of rice cultivation” was conducted at sundhilla village of Kamanpur mandal on 28.06.12.



Training programme on “BPH Management in rice” was conducted at Manthani on 12.06.12.



Training programme on “Improved management practices on Mango production” was conducted Peddapalli on 29.06.12.



Training programme on “Nursery management in vegetables” was conducted at Rathnapur village of Kamanpur mandal on 22.06.12.

Mobile Advisory Services

The Airtel sim cards provided by Dr.Y.S.R. Horticultural University, Venkataramanagudem were distributed to 200 selected farmers by assembling farmers at Manthani on 11.06.12 and Peddapalli on 29.06.12.



SIM cards were distributed at Manthani on 11.06.12.



SIM cards were distributed at Peddapalli on 29.06.12.

Rythu Chainthanya Yatras

Participated in 8 RCY programs in the villages of Manthani, Peddapalli & Kamanpur mandals and created awareness on improved technologies viz., Seed treatment, Stem application in Cotton, Raised bed method of nursery for vegetables, Drum seeding in rice, Zero tillage of Maize, summer vegetable cultivation, Organic farming, Cultivation of Tomato by trellis method and package of practices for Marigold.



Method Demonstrations

Seed treatment of vegetable seeds with thiomethaxam, Carbendazim and Tricoderma veridi to prevent insect and pest attack.



GENERAL

HCRI, Anantharajupet

The Third Year B.Sc. (Hons) Horticulture students were taken to the Rasamadhuri Fruit Processing Unit located near Settigunta, Rly Kodur, It is a branch of Varsha fruit processing unit, located near Renigunta towards Puttur, on 21st June,2012. The same day they were also taken to Srinivasa Agro forestry nursery located near Mamandur. Different forest tree species, certain medicinal and Aromatic plant species were shown to them.



HUMAN RESOURCE DEVELOPMENT

PROGRAMMES CONDUCTED

HRS, Mahanandi

Organised Kisan mela on 07-04-2012 at HRS, Mahanandi under the chairmanship of Dr.K. Gopal, Zonal Research Head, Tirupati and Dr. B. Srinivasulu, Sr. Scientist, HCRI, Anantharajupet and Dr. T. Vijayalakshmi, Scientist (Pl.path), HRS, Lam, Guntur were participated as Resource person and 300 members of the farmers were participated in the meeting.

HCRI, Anantharajupet

All the staff and students organized 5th College Annual Day Celebrations on 02-05-2012 at HCRI, Anantharajupet. Dr. S. Amarender Reddy, Dean of Horticulture Dr.YSRHU attended the function as a chief guest and Sri S.P. Kulakarni, General Manger, APGB, Kadapa was the Guest of hounour.



Dr. Amarender Reddy, Dean of Horticulture during his visit to HCRI, Anantharajupet on 2-5-2012, interacted with the students to discuss about various aspects viz studies, facilities to be provided etc. He has also interacted with the Staff and discussed regarding their requirements for smooth running of the Institute.

Fertilizer Orientation Programme

The Fertilizer Association of India, New Delhi, was conducted the Fertilizer Orientation course on 12th & 13th June,2012. The programme of awareness to students in relationship of Natural environments all kind of living things effect of Ammonium, Urea plantations in Fertilizers.



KVK, Venkataramannagudem

Training programme conducted on “**Management Practices in Acid Lime and Vegetable Cultivation**” at the village Devinenivarigudem of Dwarakathirumala mandal on 13.04.2012.

Training Programme conducted on “**Organic farming in vegetables**” at M.Nagulapalli of Dwarakathirumala mandal on 14.04.2012.



NABARD Farmers club meet with expert programme conducted at Polanganu (Polavaram Mandal) on 17.04.2012. For this programme Assistant General Manager NABARD, Eluru and Subject Matter Specialist (Vety. Sci) were attended.

Training Programme conducted on “**Training Need Assessment by Farmers**” in Paddy, Mango, Oil palm, Guava, Coconut and Cocoa at the campus of Krishi Vigyan Kendra, Venkataramannagudem on 16.04.2012.

Four Orientation Training Programmes conducted for the farmers clubs members in Telikicherl, Venkataramannagudem, Prakasaraopalem and Chodavaram Villages on preparation of action plan for kharif-2012.



NABARD Farmers club meet with an expert programme conducted at Telikicharla on 10.04.2012 Subject Matter Specialist (Vety.Sci) and Subject Matter Specialist (Hort.) were attended.



Demonstrations conducted on “Weed management in Paddy by direct seeding with drumseeder and usage of Bailing Machine in Paddy & Maize fields at Venkataramanna gudem on 22-05-2012.



Annual Action Plan Work Shop was conducted on 25-05-2012 at Venkataramannagudem. For this programme all KVKs Programme Coordinators & all Subject Matter Specialists were attended. Action Plan was prepared on various disciplines in the presence of Director of Extension, Dr.YSRHU, Zonal Project Director Zone –V, Experts from SVVU, ANGRAU.



Farmers club meetings were conducted on 29-5-2012 at Kappalakunta, Nallamadu, Gollagudem & Ravulaparru. Programme Coordinator & Subject Matter specialist (Horti.) attended & discussions were held on Management practices of different Horticultural & Agricultural crops.

Programme Co-ordinator & Subject Matter Specialist (Horti.) conducted Training programme on





“Management practices in Citrus & Mango” on 30-5-2012 at Bhimadolu & Dwaraka Tirumala.

Method demonstration conducted on preparation of “Trichoderma Viridi multiplication” at Telikicherla village.

KVK, Pandirimamidi

On 21-06-2012 Sri V.Govardhan Rao, SMS (Plant Pathology) conducted one day off campus training programme on Pest and Disease Management in Vegetable crops in Gangavaram, Rampachoda varam mandal. In this programme given lecture on pest and diseases on Bhendi, Brinjal, Tomato and Chilli and special reference to fruit borer Leaf eating caterpillar, white fly, YMV diseases In Bhendi and fruit and shoot borer, white fly and Phyllodi In Brinjal.



Sri V.Govardhan Rao, SMS (Plant Pathology) giving training in Gangavaram.



On 23-06-2012 Sri B.Bhaskar Rao, SMS (Horticulture) conducted one day Off campus training programme on **“Cultivation of vine vegetable crops”** in Devipatnam mandal and explained about suitable varieties of Riddegourd, Bittergourd, Bottlegourd, Snakegourd, Dolichosbean etc., to be cultivated in Kharif and Rabi seasons and also explained about spacing, fertilizer management to be followed in different vine vegetable crops.

On 27-06-2012 Sri V.Govardhan Rao, SMS (Plant Pathology) conducted one day off campus training programme on Pest and Disease Management in Pulses in Y-Ramavaram. In this programme given lecture on pest and diseases and their management on Blackgram and Redgram. Mainly covered pod borer and YMV in Blackgram and Wilt and pod borer management in Redgram.



On 22-06-2012 to 30-06-2012 total 6 mandal level one day Off Campus training programme were conducted on **“Cashew new plantation and Rejuvenation methods”** in Gangavaram, Rampachoda varam, Devipatnam, Maredumilli, Y-Ramavaram, Addategala in association with ITDA, Rampachoadavarm. Smt. C.Nagarani, Project Officer, ITDA, Rampachodavaram was

participated as Chief guest and interacted with the participants and she explained the importance of Cashew plantation in agency area and role of the ITDA implementation of the programmes. Dr. A. Srinivas, Programme Coordinator, Krishi Vigyan Kendra, Pandirimamidi was given brief introduction regarding the importance of cashew new Plantation and role of KVK in the agency area, conducting of technical programmes introduction of new varieties of seeds, Vanaraja birds and Women empowerment programmes. Sri B.Bhaskar Rao, SMS (Horticulture) and Sri V.Govardhan Rao, SMS(Plant Pathology) were conducted the technical classes on the Cashew new plantation and Rejuvenation methods. Total 3250 tribal farmers were participated above technical training programmes.



Smt.C.Nagarani, PO, ITDA interacting with tribal farmers in Gangavaram 22.06.12



Sri B.Bhaskar Rao, SMS (Horticulture) was conducted the classes



Sri V.Govardhan Rao, SMS (Plant Pathology) was conducted the classes

PROGRAMMES PARTICIPATED

HCRI, Venkataramannagudem

Dr.C. Chandrasekhara Rao Associate Professor (Hort.) attended National Seminar on Plant Genetic Research for Eastern and North-eastern India during 11th & 12th May, 2012 organised at ICAR Research Complex for NEH Region, Umiam, Meghalaya

HRS, Mahanandi

All the Scientists of HRS, Mahanandi were attended Pre ZREAC on 16-04-2012 at Citrus Project Tirupati and presented work done and technical programme of work during the year 2012-13 in Horticulture, Entomology, Plant pathology.

Dr.Ch.Ruth, Scientist (pl.path) & Head participated in Rythu chaithanya yatra prgoramme in Mahanandi Mandal and explained the package and practices of Banana and turmeric crops.

Scientist of HRS, Mahanandi presented work done report of 2011-12 and Technical programme 2012-13 in Horticulture, Entomology and Plant pathology disciplines from 09-05-2012 to 11-05-2012 at Tadepalligudem and Venkataramannagudem.





Dr.Ch.Ruth, Scientist (pl.path) & Head and Sri. D. Sreedhar, Scientist (Horticulture) HRS, Mahanandi participated in 50th Anniversary of Nandi Rythu Samakhya, Nandyal HRS, Mahanandi arranged exhibition stall and sale Udyanapanchangam books 2012 for the benefit of the farmers dt:22-06-2012 and Local MLA and MP, Nandyal and farmers visited the exhibition stall.

HRS, Darsi

S.Narasimha Rao, Scientist (PI Path) participated the Rythu Chaitanya Yatra at Chintalaplam and Kothareddypalem on 15.05.12

S.Narasimha Rao, Scientist (PI Path) participated the Rythu Chaitanya Yatra at Eastveerayapalem, Churuvukommupalem and Papireddypalem on 16.05.12

S.Narasimha Rao, Scientist (PI Path) participated the Rythu Chaitanya Yatra at Yerraobanapalli, and Ganeswarapuram on 17.05.12

S.Narasimha Rao, Scientist (PI Path) participated the Rythu Chaitanya Yatra at Tanamchintala, Chalivendra and VC Palli on 19.05.12

S.Narasimha Rao, Scientist (PI Path) participated the Rythu Chaitanya Yatra at Ramachadrapuram and Rajampalli on 21.05.12



S.Narasimha Rao, Scientist (PI Path) participated the Rythu Chaitanya Yatra Kattubadivaripalem and Seshamvaripalem on 22.05.12

S.Narasimha Rao, Scientist (PI Path) participated the Rythu Chaitanya Yatra Bandiveligandla and Gangapalem on 23.05.12

S.Narasimha Rao, Scientist (PI Path) visited the Boddanampadu on 23.06.12 as a field visit to the Sweet orange orchards. The plants are fully infected with Dry root rot and suggested to removal of orchards and suggested the farmers plan curry leaf and cluster bean.

S.Narasimha Rao, Scientist (PI Path) visited the Nagambotlapalem on 27.06.12 as a field visit to the Riddegourd and cucumber fields. The crop infected with jassids and suggested to the farmers spraying of thiomethoxim 0.2g/lit or 40g/acre.



HRS, Kovvur

Dr.B.V.K.Bhagavan, Principal Scientist (Hort) & Head has attended to KVK Scientific Advisory Council Meeting

at CTRI, Rajahmundry on 10.4.2012.

Dr.B.V.K.Bhagavan, Principal Scientist (Hort) & Head has attended to ZREAC of Godavari Zone of ANGRAU at Tadepalligudem on 11.4.2012.

Dr.B.V.K.Bhagavan, Principal Scientist (Hort) & Head has attended to REAC at VRgudem on 19.4.2012.

Dr.B.V.K.Bhagavan, Principal Scientist (Hort) & Head, Dr.M.M.Naidu, Scientist (Hort), Smt R.Naga Lakshmi, Scientist (Hort) and Dr.T.Rajasekharam, Scientist (PI.Path.) attended to ZREAC meeting at Vijayawada on 2.5.2012.

From 9th to 11th May, 2012 all scientist of HRS, Kovvur participated and presented their technical programme of work for 2012-13 and work done report for 2011-12.

From 14th to 31th May, 2012 all scientist of HRS, Kovvur participated in Rythu Chaitanya Yatra.

Dr.B.V.K.Bhagavan, Principal Scientist (Hort) & Head, has attended to Global Conference on "Horticulture for Food, Nutrition and Livelihood Options", at Bhubaneswar from May 30th to 31st, 2012.

Smt. R. Naga Lakshmi, Scientist (Hort) participated in XII Group meeting of AICRP on Tuber Crops at MPUAT, Udaipur, Rajasthan from 18 - 20th June 2012.

Dr.B.V.K.Bhagavan, Principal Scientist (Hort) & Head Co-chaired the Research Extension Interface session in XII Group meeting of AICRP on Tuber Crops at MPUAT, Udaipur, Rajasthan on 19.6.2012.

HRS, Malyal

Sri M. Hanuman Naik, Scientist (H) & Head participated as Horticulture resource person one day training programme on Indo-German Watershed development programme (IGWDP), which was organized by Project support Unit, NABARD and Poverty Learning Foundation at Regional Horticultural Training Institute, Hanamakonda, Warangal District on 20-06-2012.

Sri M. Hanuman Naik, Scientist (H) & Head attended training programme as resource person on Nursery Management in Horticulture Crops to the farmers at Regional Horticultural Training Institute, Hanamakonda, Warangal District on 29-06-2012.

COH, Mojerla

Dr. M. Siva Prasad Assoc. Prof. (Hort.) undergone NSS Training and Orientation Course Organized by University Training Orientation Center, Andhra University





at Visakhapatnam NSS Bhavan, Acharya Nagarjuna University Campus, Guntur from 23.06.2012 to 29.06.2012.

Dr. P. Prashanth, Asst. Prof. (Hort.) undergone 21 days training on Advances in Fruit and Vegetable Preservation and Processing' organized by Dept. of Food Science and Technology of Dr. YS Parmar University of Horticulture and Forestry at Nauni, Solan (Himachal Pradesh) from 25.06.2012 to 15.07.2012.

Horticultural Polytechnic, Madakasira

Dr. M Ramakrishna, Principal and Sri. R Preetham Goud, Assistant Professor (Agronomy) have participated in the Programme conducted by Department of Horticulture on Good Management Practices in pomegranate for better yields on 20th June 2012.

VRS, Rajendranagar

Dr.R.V.S.K. Reddy, Principal Scientist (Hort.) attended meeting of vegetable seed price fixation committee meeting on 30-05-2012 at Commissionerate of Horticulture, Hyderabad as per the instructions of Director of Research, Dr. YSRHU, VR Gudem.



All the Scientists of Vegetable Research Station participated in Rythu Chaitanya Yatra Programme from 14-05-2012 to 31-05-2012 in different villages of Shabad mandal, Kandukuru mandal, Maheswaram, Shankarpalli, Shamshabad, Shameerpet and Kesar mandals of Ranga Reddy District.

Dr. R.V.S.K.Reddy, Principal Scientist (Hort.) attended meeting on "Empanelment and Rate fixation of hybrid vegetable seed supply to farmers" by Department of Horticulture on 21-06-2012 and 22-06-2012 at Commissionerate of Horticulture, Hyderabad as University nominee as per the instructions of Director of Research, DR.YSRHU.

Dr. B.K.M. Lakshmi, Scientist (Pl.Path.) and Dr. B.Venkateswara Rao, Scientist (Horti.) have participated in the XII Group workers meeting of All India Co-ordinated Research Project on Tuber Crops at MPUAT, Udaipur, Rajasthan from 18-06-2012 to 20-06-2012.

Dr. R.V.S.K.Reddy, Principal Scientist (Hort.) participated Mass Media on 04-04-2012.

Dr. R.V.S.K.Reddy, Principal Scientist (Hort.) participated SHM Meeting on 23-04-2012.

Dr. P. Madhavi Latha, Scientist (Agro.) participated in field visit at Pedashapur village of Shamshabad Mandal. Bottle gourd was at 45 days age at good growth but sucking pest complex is seen on the crop. Suggested to spray rogar 2ml/lit and also suggested Multi K spray @ 5gm/lit for good yields.

COH, Rajendranagar

Sri. Y.P. Venkata Subbaiah, Associate Professor (Hort) attended NSS Officer Programme meeting at office of NGC on 23.6.2012.

Sri. Y.P. Venkata Subbaiah, Associate Professor (Hort) attended meeting at ITC kaktiya hotel, Hyd on "Accreditation of educational institutional by Andhra Bank" on 26.6.2012.

Sri. K. Kaladhar Babu, Assistant Professor, participated in summer school on "Hitech- intervention in citriculture" at National Research Centre on Citrus, Nagpur, Maharashtra on 7th to 27th, May, 2012.

Dr. Ch. Raja Goud, Assistant Professor, attended "21 days training on Vertebrate pest management" conducted by NIPHM, Hyderabad 17-05-2012 to 06-06-2012.

KVK, Venkataramannagudem

Programme Coordinator & Subject Matter Specialists were participated in Zonal Research & Extension Advisory Council meeting at Vijayawada on 2-05-2012.

Subject Matter Specialists of KVK, Venkataramanna gudem were participated in Rythu Chaitanya Yatras (RCY) in 14 villages of West Godavari organised by the Department of Agriculture, Govt. of A.P from 10.05.2012 to 01.06.2012.



KVK, Pandirimamidi

Dr. A.Srinivas, Programme Coordinator, Sri V.Govardhan Rao, SMS (Plant Pathology), Sri B.Bhaskar Rao, SMS (Horticulture) participated in Zonal Research Extension Council Meeting (ZREAC) of Coastal and Rayalseema Zone held at Vijayawada on 02-05-2012.

Dr. A.Srinivas, Programme Coordinator attended training programme on Farm Business Management from 28th May to 1st June 2012 at MANAGE, Rajendranagar, Hyderabad.





Dr. A.Srinivas, Programme Coordinator attended KVK's Zonal workshop, Zone-V (Andhra Pradesh & Maharashtra) at Krishi Vigyan Kendra Ahamadnagar, Maharashtra from 21st to 23rd June, 2012.

Subject Matter Specialist (Fisheries) was participated training programme on “**Farm Business Management**” with the main focus on developing the conceptual understanding and skills for the field extension personnel in agriculture and allied sectors organized by “**MANAGE**” at Hyderabad from 28th May - 2012 to 1st June - 2012.

FRS, Rajendranagar

All the scientists had participated in pre ZREAC meeting conducted by Zonal head of Telanagana Zone on 11/4/2012 at ARI, Rajendranagar, Hyd. and presented the technical programme for the year 2010-11.



Dr. A.L.N.Prasad, SS (PI.Phy) and Smt. P.Lalitha Kameswari, Scientist(H) had participated in the ZREAC meeting on 25.4.12 at Karimnagar.

Smt. P.Lalitha Kameswari, Scientist (H) attended the Action plan review meeting of KVKs of ANGRAU on 27th & 28th of April, 2012 at ARI seminar Hall, Rajendranagar, Hyderabad.

All the scientists of Floricultural Research Station, Hyderabad had participated in the SLTP meeting of Horticulture discipline from 9th to 11th May, 2012 at Tadepalligudem, West Godavari dist.

QRT team from ICAR, New Delhi chaired by Dr. Chauhan visited the FRS, Hyderabad on 16th to 18th May, 2012 and reviewed the work done under AICRP for five years i.e 2006-11. All the scientists of FRS, Hyderabad had actively participated in the programme.

All the scientists of Floricultural Research Station, Hyderabad had participated in the RCYs in Ranga Reddy district during May, 2012.

LECTURES DELIVERED

HCRI, Venkataramannagudem

Dr.C. Chandrasekhara Rao (Associate Professor (Hort)) presented a lecture on “Screening of anthurium and Gerbera for commercial production under north east hill region of India” during technical session on “Horticultural crop improvement for post harvest value addition” of the National Seminar during 11th & 12th May, 2012.

HRS, Anantapur

Dr. K. Subramanya, Senior Scientist (Plant Pathology) delivered lecture on “Mitigating Bacterial Blight disease of Pomegranate in Andhra Pradesh” for Training Farmers under Network Project at RHTI, Anantapur on 21/06/2012.

Dr. N. Seenivasan, Senior Scientist (Hort) delivered lecture on “Protected cultivation and management of summer Hybrid vegetable crops” for Training Farmers of Anantapur and Kurnool dist, at Regional Horticultural Training Institute, Anantapur. 24/05/2012.

Dr. N. Seenivasan, Senior Scientist (Hort) delivered lecture on “Nursery Management and vegetable crop production” for Training Prisoners of Open Air Jail, Anantapur” on 26/06/2012.



HCRI, Anantharajupet

Dr. C.Madhumathi, Scientist (Hort) was participated as a subject matter specialist for the training programme “Mango-Production technology” conducted by Regional Horticulture Training Institute, Kadapa on 16-4-2012.

Dr. C.Madhumathi, Scientist (Hort) was participated as a subject matter specialist for the training programme “Turmeric and Onion Production technology” conducted by Regional Horticulture Training Institute, Kadapa on 8-5-2012.

VRS, Rajendranagar

Dr. R.V.S.K.Reddy, Principal Scientist (Hort.) participated in training programme delivered lecture on “Integrated Nutrient management in vegetables” and Integrated pest management in vegetables” to farmers of Medak and Ranga Reddy districts on 19-06-2012 at HTI, Hyderabad as resource person.

Dr. R.V.S.K.Reddy, Principal Scientist (Hort.) participated in training programme delivered lecture on “Vegetable cultivation” to farmers of Ksheerasagar village of Mulugu mandal, Medak district on 20-06-2012 organized by DAATTC, Medak.

Dr. R.V.S.K.Reddy, Principal Scientist (Hort.) participated in training programme delivered lecture on “Recent trends in vegetable cultivation” to farmers of Nalgonda and Ranga Reddy districts at HTI, Hyderabad on 22-06-2012.





PERSONNEL

HONOURS / AWARDS

HRS, Kovvur

Celebrated Dr.YSRHU formation day on 26.6.2012 at HRS, Kovvur and felicitated Sri Mullpudi Venkata Mulari Krishna, REAC member, Dr.YSRHU, who was awarded Udyana Ratna at Global Conference on "Horticulture for Food, Nutrition and Livelihood Options", held at Bhubaneswar on May 30th, 2012 for adopting improved production technology in horticultural crops and also involved in motivating the farmers about latest production techniques in horticultural crops in general and oilpalm in particular.



HCRI, Anantharajupet

Dr. R. Nagaraju, Scientist (Hort.), received his Ph.D degree during 46th Annual Convocation at USA, GKV, Bangalore,



He was awarded with three Gold Medals (University gold medal for merit, Indo American Hybrid seeds Gold Medal, Dr. Sandors memorial gold medal) from the hands of Honourable Vice-chancellor, Dr. Narayana Gowda in the presence of his Excellency Dr. Rangarajan, Advisory Council Member to the Prime minister.

COH, Rajendranagar

Dr Purnima Mishra, Technical Officer (Agricultural Engineering), College of Horticulture, DrYSRH, Rajendranagar, Hyderabad received young scientist award of Indian Association of Soil and Water Conservationists (IASWC) on 05.04.2012 at Bhuvanesar.



SUPERANNUATION

Dr. S. Amarender Reddy, Associate Dean, College of Horticulture, Rajendra nagar has retired from services on 30-06-2012 on attaining the age of superannuation.



Dr. G. Subbi Reddy, Dean of Student Affairs has retired from services on 30-06-2012 on attaining the age of superannuation.



A Fare well function to the outgoing final year students of B.Sc (Hort.) was arranged by the Associate Dean, Dr.M.B.N.Rao inviting, Dean of Horticulture, Dr.S.Amarender Reddy and Dean of Student Affairs, Dr.G.Subbi Reddy on 11.05.2012.



Dr. K. Chandrasekhar Reddy, Professor, College of Horticulture, Rajendra nagar has retired from services on 30-06-2012 attaining the age of superannuation.



Sri K.V. Nagender, Deputy Comptroller has retired from services on 31-05-2012 on attaining the age of superannuation.

Visit our website at www.drysrhu.edu.in

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Post Box No.7, Venkataramannagudem-534 101, W.G.Dist., A.P.
Compiled & : **Dr.B.Srinivasulu**, Registrar & Director of Research, Dr.YSRHU
Edited by : **Dr.M.B.Nageswara Rao**, Director of Extension, Dr.YSRHU
Dr.M.Lakshminarayana Reddy, Dean of Horticulture, Dr.YSRHU
Dr.D.Srihari, Dean of Student Affairs & Dean PG Studies, Dr.YSRHU

