

ATIC

**- in the Service of
Farming Community**

ICAR

**AGRICULTURAL TECHNOLOGY
INFORMATION CENTRE (NATP)
CENTRAL PLANTATION CROPS RESEARCH INSTITUTE
KASARAGOD 671 124, KERALA**



THE ATIC

For serving the interests of the farming community, the Indian Council of Agricultural Research, under the "Innovation in Technology Dissemination" component of National Agricultural Technology Project (NATP), has allocated a sum of Rs. 1482 million. Under this component, a series of strategic investments are made to introduce programmes and institutional adjustment at national, state, district, block and village level and operational changes in the methodology in which the extension workers are trained, interact with farmers and communities, communicate information and coordinate with the private sector.



Shri. P. J. Joseph, Ex-Minister laying the foundation stone for ATIC building

As a part of this strategy, Agricultural Technology Information Centres (ATIC) are established in 40 centres located in ICAR Institutes and State Agricultural Universities for serving the farming community on a 'single window system' concept. The ATIC at Central Plantation Crops Research Institute was sanctioned during November, 1999.

THE HOST INSTITUTION

The Central Plantation Crops Research Institute (CPCRI) was established in 1970 under the Indian Council of Agricultural Research with headquarters at Kasaragod. The Institute has three Regional Stations and four Research Centres located in different parts of the country. The mandate of CPCRI is to evolve appropriate production, protection and processing techniques for coconut, arecanut and cocoa, to coordinate research under AICRP on Palms and to transfer the technologies evolved on palms and cocoa to the farmers.

Through systematic research, CPCRI has been able to generate substantial number of technologies on palms and cocoa with high production potential for benefiting millions of farmers.

INFRASTRUCTURAL FACILITIES

The ATIC is functioning in a well-designed building constructed under NATP. The building has facilities like Reception room, Sales Counter for planting materials, Communication Hall, Audio-Production Centre, Technology Information Gallery, Public Relations Cell, Sales Counter for technology products and a Plant Clinic. In addition, the Tendernut Parlour and the "Coconut House" are also functioning as components of ATIC.

ATIC-OBJECTIVES

The objectives for the establishment of ATIC at CPCRI as a single window system are as follows:

- To provide a 'single window' delivery system for the products available from CPCRI to the farmers and other interested groups as a process of Innovation in Technology Dissemination at the Institute level.
- To facilitate direct access to the farmers to the institutional resources available in terms of technology inputs, advice, technology products etc.
- To provide mechanism for feedback from the users to the Institute.

ATIC services were formally initiated on February 2, 2000. Upto the end of December, 2002, a total number of 1,34,172 farmers and other clients availed the facilities available at the Centre for seeking guidance, technology services and products. Total value of the sale of technological inputs and products made at the ATIC Sales Counter was Rs. 19.55 lakhs.

Various services offered at ATIC are listed in this publication to enable the farmers and other clients to utilize the facilities to the maximum extent possible. Please note that the cost indicated are liable for change depending on the market situation.



Padmavibhushan Dr. M. S. Swaminathan FRS inaugurating the ATIC building

SERVICES OFFERED AT ATIC

Technology inputs

To enable the farmers to obtain good quality planting materials and other critical inputs, the following technology inputs are sold at ATIC :

Sl. No.	Item	Cost (Rs.)
1.	West Coast Tall – coconut seedlings	18.70
2.	Other varieties of coconut seedlings	18.70
3.	Hybrid – coconut seedlings	49.50
4.	Poly bag coconut seedlings	27.50
5.	Arecanut seedlings	6.60
6.	Arecanut seednuts – Mohitnagar variety	3.30
7.	Arecanut seednuts – Mangala, Sumangala and Sreemangala	2.75
8.	Mushroom spawn (Pleurotus)	35.20
9.	Earthworms (per worm)	0.55
10.	Vermicompost (per kg)	3.30

Registration for the planting materials could be done at ATIC throughout the year and the supply of planting materials would be done at the commencement of planting season. In addition to this, online registration facility through our Website (<http://cpcricri.nic.in>) is available from February 8, 2002 onwards.

Efforts are being taken to make available rooted pepper cuttings, cocoa grafts, cashew grafts, planting materials of ornamental plants and also the seed materials for various important intercrops in coconut and arecanut gardens including medicinal plants (like Pachouli) in collaboration with various sister institutions - depending on the demand from farmers and availability at the supplying centres.

Technology products and processed products

The following processed products, machineries and farm products are available for sales at ATIC :

Sl. No.	Item	Cost (Rs.)
1.	Arecanut dehusker	1,800
2.	Snowball Tendernut Machine	25,000
3.	Coconut Chips	5
4.	Snowball Tendernut	10
5.	Mushroom	44
6.	Tendernut	5
7.	Coconut	5

Priced publications

Due to the heavy demand for priced publications, most of the publications available at CPCRI were sold out and efforts are being continued to bring out ATIC series of publications covering a variety of need based topics. The priced publications available for sales at ATIC at present are as follows :

Sl. No.	Title of the publication	Cost (Rs.)
1.	Coconut cultivars & Hybrids	20
2.	Cocoa Crop Management	20
3.	Copra Dryers	20
4.	Organic Farming Technology in Coconut	20
5.	Arecanut Crop Management	20
6.	Thengu Sasthriya Vila Paripalanam (Malayalam)	20
7.	Improved varieties and promising traditional cultivars of Arecanut	20
8.	Management of coconut gardens	20
9.	Mixed cropping of black pepper in coconut and arecanut gardens	33
10.	Cashew Production Technology	33
11.	Coconut Embryo Culture	55
12.	Treatise on palmyrah	99
13.	Plant Pathology Research at CPCRI	110
14.	Annotated Bibliography on coconut in India 1977-1990	110
15.	Coconut Descriptor Part-I	165
16.	Cocoa	165

CD ROM

CPCRI could bring out a series of CD ROMs on mandate crops, which are widely popular among the clientele. We could sell more than 1250 CD ROMs so far through our ATIC Sales Counter. The following CD ROMs are available at present :

Sl. No.	Title of the CD ROM	Cost (Rs.)
1.	eManual on Coconut Cultivation	110
2.	Integrated Pest Management in coconut	110
3.	Arecanut Cultivation	110
4.	Cocoa Crop Management	110
5.	CPCRI – An overview	110
6.	Coconut Descriptors Part - II	300

Video films

The following two video films prepared by CPCRI are available at ATIC :

Sl. No.	Topic	Cost (Rs.)	
		Video cassette	CD
1.	Integrated pest & disease management in coconut	500	110
2.	CPCRI – at a glance	500	110

Audio-cassettes

Four audio-cassettes, prepared by CPCRI in collaboration with Directorate of Extension, Ministry of Agriculture, Govt. of India, are available for sales.

Sl. No.	Topic	Cost (Rs.)	
		CD	Audio Cassette
1.	Coconut cultivation technology	30	50
2.	Arecanut cultivation technology	30	50
3.	Cocoa cultivation technology	30	50
4.	Integrated pest and disease management in arecanut	30	50

Unpriced publications

CPCRI is bringing out a series of extension pamphlets covering various aspects of cultivation of coconut, arecanut and cocoa and other related subjects. These unpriced publications are provided to the farmers visiting ATIC based on the information need of the clients.

Diagnostic services

A large number of farmers are bringing plant samples to ATIC for diagnosis. The samples are examined at the Plant Clinic and necessary recommendations on management practices to be adopted are suggested. In addition to this, limited number of samples are accepted for soil and plant analysis on payment basis.



Dr. G. Kalloo, Deputy Director General (Hort.), ICAR offering suggestions for strengthening ATIC

If the clients desire to have any specific recommendation in the form of computer print outs, the same are provided at a nominal cost of Rs. 2/- per page.

Farm Advisory Services

Farmers receive Advisory Services from ATIC through the following methods.

- Personal visit to ATIC
- Through Postal correspondence
- Telephone-Helpline services
- Reply through email

A large number of farmers, students, extension personnel and research workers are contacting CPCRI through the "Ask the Expert Facility" in our website. Similarly, our clients could get ready made answers to the problems encountered by them in the cultivation of coconut, arecanut and cocoa crops through the "Frequently Asked Questions" (FAQ) facility available at our Website.



Shri. C. T. Ahamed Ali, MLA, Kasaragod visiting the ATIC

Feedback

The ATIC provides valuable feedback to the scientists working in various disciplines of research. The major problems repeatedly posed by the visiting farmers which need further research are listed below:

- Stem bleeding in coconut
- Eriophyid Mite in coconut
- Rhinoceros beetle in coconut
- Red palm weevil in coconut
- Button shedding in coconut
- Drought management
- Crown choke disease in coconut
- Bud rot disease in coconut
- Mahali disease in arecanut
- Yellow Leaf Disease in arecanut
- Inflorescence die-back in arecanut
- Shoot hole borer attack in arecanut
- Boron deficiency in arecanut
- Stem borer attack in cashew
- Pseudostem weevil attack in banana
- Sheath blight disease in rice



A group of extension workers from Maharashtra at ATIC exhibition

Website facilities

CPCRI Website is one of the most popular Websites among the ICAR Institutes. Approximately 15000 clients are visiting this site (<http://cpcri.nic.in>) every year. The service was started on April 10, 2000 and the information is available at our Website under the following titles :

About CPCRI; Achievements; Technology; ATIC (i. Newsletter, ii. Services, iii. Price list, iv. Registration for planting materials, v. Ask the Expert); AICRP on Palms; Frequently Asked Questions; Future thrust; Publications; Personnel; Events; Feed back; Contact us

FUTURE THRUST

The CPCRI would continue to strengthen the ATIC services (even after the closure of NATP) as it serves as an effective channel for serving the farming community. Efforts will be made to maintain appropriate linkages through Internet or other modern communication tools with other ICAR Institutes and State Agricultural Universities especially to provide information services and to ensure better coordination in the supply of quality technology inputs. This would help us to serve the farming community in a better way especially with reference to the constraints encountered by them in their back home farming system as a whole.

For further details, please write to :

The Director, CPCRI, Kasaragod - 671 124, Kerala.

Ph : 04994 232894-6. Fax : 04994 232322

E-mail : cpcri@yahoo.com Web site : <http://cpcri.nic.in>

Extension Publication No. 115 (February, 2003)

Script by : S. Arulraj
Head of Division (Social Sciences)
& Principal Investigator of ATIC Project.

Designed by : C.H. Amarnath

Photo Credit : K. Shyama Prasad

Published by : Dr. V. Rajagopal
Director, CPCRI, Kasaragod 671 124