



Alumni Plough Boys

A half yearly News Letter of the Alumni Association, UAS, Bangalore

January-2020 to June 2021



President Desk

The World is facing a devastating bio-calamity due to Covid-19. To overcome the treacherous effect of this pandemic, the Government has enforced several Covid guidelines; wearing a mask, keeping social distance, washing hands frequently etc., apart from imposing complete lockdown-1.0 and 2.0. Most of the small entrepreneurs, vendors, farmers and labourers' lives were badly affected. The government and NGO's have raised to the occasion and ensured necessary help and supported to the needy by way of distributing grocery kits, opening mass feeding centers, health support, etc., Due to complete lockdowns, activities of our association were also hampered to a great extent.

At this juncture, few members of the Alumni Association suggested to take up service activities and to organize relief programmes for the farming community. As it was noticed, majority of the vegetable and fruit growers were finding difficulties in harvesting and marketing of their produce. Considering the miseries of farmers, the executive committee whole heartedly took the decision to help them.

Different working groups were formed among the executive committee members to identify farmers who were in distress and assess the quality and quantity of commodity ready for harvest. Logistics, direct marketing opportunities etc., were worked out. Simultaneously residence welfare associations, apartment dwellers, consumer groups, bulk buyers for fruit and vegetables were short listed. Meanwhile, different agencies, such as BBMP, Police, Health Authorities, Horticulture Department were contacted to obtain required permission for marketing the farm produce during covid restrictions. Meticulous planning, proper coordination and sincere efforts by the Executive Committee Members resulted in the sale of 800 tonnes of grapes worth six crore rupees and other fruit and vegetables directly to the consumer from producers during lockdown-1.0 period.

During lockdown 2.0, farmer-friendly activities were taken up by the the Alumni Association. Assisted mango farmers by distributing mango package boxes worth of Rs.10,000/- to each of the selected farmers. Also organized offline and online training programmes on scientific method of harvesting, safe ripening of fruits, grading, packing and direct marketing of mango at remunerative price. The Association members extended services in direct marketing of nearly 300 tonnes of quality mangoes. Another initiation by the alumni association was organizing online Webinars. Appreciations were received from all over the country and even from overseas. Covid warriors such as doctors, health workers, police personnel and security personnel were honored by the association, appreciating their commendable services. All the events and achievements carried out by the Association during the Covid -19 period are covered and brought out systematically in this issue of "Plough Boys", for which the publication committee deserves appreciation.

K. Narayanagowda
President

Lockdown Heroes

Unlocking Farm Fresh Grapes during Lockdown 1.0

As all of us are aware, Lockdown 1.0 was shocking, sensational, surprise, sudden and severe. No one was prepared for it, though it was a necessary move for the times. It was a difficult moment for the farmers and the consumers. While farmers of all crops were severely affected, the effect was more severe for perishable produce especially grapes.



Glimpses of Grapes Distribution from Farmers to Consumers at Different locations in Bangalore

800 Tonnes of Grapes sold directly to Residents of Bangalore

About 45 Grapes growers from Chikkaballapura & Bangalore Rural District were provided direct access to consumers within hours of harvest. Consumers relished farm fresh grapes like never before. The price was remunerative to farmers and affordable for consumer. It was a win-win-win for the farmer, consumer and the facilitator (Alumni Association). Farmers were able to accrue additional profit of Rs. 25,000/- per tonne, as there were no middle men involved in the sales channel. This served as an unique model for Farm Universities and several organizations to emulate.

A dedicated team of Executive members of Alumni Associations scouted for Grapes, that was ready for harvest. Another team decided on the delivery schedule, route to follow. About 150-160 resident welfare associations / Apartments were connected to farmers for direct delivery of grapes.

Necessity is the mother of invention; Digital Marketing during Lockdown.

Due to lockdown movement of people was curtailed. Food had to be supplied to consumers, farmers had the produce. To bridge the gap, without or with least contact, we adopted digital marketing. We designed google form for grapes sales. The simple form was circulated to consumer groups via WhatsApp, facebook and other social media platforms. Several people indented for the grapes using these modes and paid, in advance for the grapes. These were delivered to consumers, using delivery boys of our own or other platforms available.

Grapes were sold at Rs. 55 per kg when in the market it was usually sold at Rs. 110 just a week ago. Usually middle men would procure grapes at Rs. 35 per kg from farmers and take the entire difference as profits. It was benefited for both farmers and consumers. Sri A. Gopal, B. N. Ambarish & Dr. B.K.Kumaraswamy were instrumental in co-ordinating & organizing sales. This activity received wide publicity in print electronic & Social media. The Programme was appreciated by one & all.

Media Coverage



Get farm fresh grapes at your doorstep

Grape farmers from villages around Bengaluru will deliver freshly plucked grapes at your doorstep during the lockdown period at affordable rates. As part of an initiative by University of Agricultural Sciences, the farmers will sell export quality grapes at Rs 60 per kg directly to various resident welfare associations in Bengaluru, who in turn will distribute them among residents without violating the lockdown norms. Those interested can send a WhatsApp text to 8197977076 or email: alumniuasb83gmail.com. TNN

UAS scientists help farmers with grape marketing

BENGALURU, DHNS: Agricultural scientists from the University of Agricultural Sciences (UAS), Bengaluru, are venturing out of their laboratories to lend a helping hand to lockdown-hit farmers.

The alumni association of the UAS has come together to facilitate the direct sale of fruits cultivated by farmers of Bengaluru, Chikkaballapura and Kolar districts, who have been hard-hit by the outbreak.

The scientists have been visiting farms in these districts to certify the crop for quality and also marketing them in

several areas in Bengaluru.

"As the region is known for cultivation of grapes, we have decided to market various varieties of grapes. We have been in touch with about 10 farmers who have cultivated about 100 to 125 tonnes of grapes. For a week, we have been marketing the fruits in Hebbal, Yelahanka, Sahakarnagar and RT Nagar areas," said Dr Gopal, Executive Committee member, UAS alumni association.

The scientists have been catering to bulk orders coming through the Resident Welfare Associations (RWA),

clubs and apartment associations. "The farmers will make arrangements for transport. They will pack the fruits in two kilo packets. However, they will be able to supply only if the demand is more than 700 to 800 kgs or up to 1 tonne. Hence we encourage only bulk orders," Dr Gopal clarified.

While the popular seedless varieties like Shardh, Krishna and Sonalika are sold at Rs 60 per kg, the Red Globe variety is sold at Rs 90 per kg.

RWAs can place an order by WhatsApp by calling 8197977076 or 9242411611/9731651925.

ರೈತರ ಆತಂಕ ದೂರ ಮಾಡುವ ಪ್ರಯತ್ನ, ಗ್ರಾಹಕರಿಗೆ ನೇರ ಮಾರಾಟ

ಹಳೆಯ ವಿದ್ಯಾರ್ಥಿಗಳಿಂದ ದ್ರಾಕ್ಷೆ ಖರೀದಿ

ಪ್ರಸನ್ನಾಚಾರ್ ವಾಣಿ

ಬೆಂಗಳೂರು: ದ್ರಾಕ್ಷೆ ಕೊಳ್ಳುವವರನ್ನು ಕಂಗಡಿಸುವ ರೈತರ ಸಂವಿಧಾನ ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಮೂಲಕ ಬೆಂಗಳೂರು ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಹಳೆಯ ವಿದ್ಯಾರ್ಥಿಗಳು ಧಾವಿಸಿದ್ದಾರೆ.

ಲಾಕ್ಡೌನ್ ಕಾಲದಲ್ಲಿ ರೈತರ ಸಮಸ್ಯೆಗಳನ್ನು ಗುರುತಿಸಿ, ಅವರಿಗೆ ನೇರ ಮಾರಾಟದ ವ್ಯವಸ್ಥೆ ಮಾಡುವುದು ಉದ್ದೇಶವಾಗಿತ್ತು. ಈ ಮೂಲಕ ರೈತರ ಆದಾಯವನ್ನು ಹೆಚ್ಚಿಸುವುದು ಉದ್ದೇಶವಾಗಿತ್ತು.



ಭಕ್ತರೇಖೆ ಮೂಲಕ ಬೆಂಗಳೂರು ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಹಳೆಯ ವಿದ್ಯಾರ್ಥಿಗಳು ರೈತರ ಸಂವಿಧಾನ ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಮೂಲಕ ಬೆಂಗಳೂರು ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಹಳೆಯ ವಿದ್ಯಾರ್ಥಿಗಳು ಧಾವಿಸಿದ್ದಾರೆ.

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ಕಡಿಮೆ ಬೆಲೆಗೆ

ಮಾರಾಟ

ಮೊದಲ ಪ್ರಯತ್ನವಾಗಿ ಮಂಗಳೂರು ಬೆಂಗಳೂರು ಸಂಸಾರ ನಗರ ವಿವಿಗಳ ಸಂಘಟನೆಗಳಲ್ಲಿ ಗ್ರಾಹಕರಿಗೆ ನೇರ ಮಾರಾಟದ ವ್ಯವಸ್ಥೆ ಮಾಡುವುದು ಉದ್ದೇಶವಾಗಿತ್ತು. ಈ ಮೂಲಕ ರೈತರ ಆದಾಯವನ್ನು ಹೆಚ್ಚಿಸುವುದು ಉದ್ದೇಶವಾಗಿತ್ತು.

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In recognition to the services rendered by Corona Warriors, Alumni Association (UASB) has distributed farm-fresh grapes to Police officers, Doctors & Asha Workers of Health Department at Bagalur, Bangalore North.

Updating the Directory of Life Members at IAT, Bangalore & Alumni Association

N. Aswathanarayana, former Treasurer of IAT Bengaluru, Asst. Director of Agriculture(Retd.) and Senior Life Member of Alumni Association, Hebbal, Bengaluru who at the request of the IAT updated the 'Directory of Life Members' along with the latest address, phone numbers and statistics related to it as on 30-10-2019 and helped the IAT to save its annual postal expenditure. He has also prepared a separate book and updated the details of departed IATians with their photographs to the possible extent as an archive. felicitated him for his service to IAT and its welfare.



New Awards :



M/s. Karnataka Bank has contributed Rs. 5.00 lakhs and Instituted “Karnataka Bank Award for Best Banking Agriculturist” The award consists of cash prize of Rs.10,000/- and citation each to small/medium & large farmer. Shri M. S. Mahabaleshwar MD & CEO of the bank was instrumental in instituting the award for which the Alumni Association extends heart full regards.



Dr. B. K. Kumaraswamy, Executive Committee Member of Alumni Association and a successful entrepreneur instituted an award “Dr. B. K. Kumaraswamy 'PRASIDHI Best Agripreneur Award' for the year”. He contributed an amount of Rs. 3.00 lakhs to the Association towards the said award. Alumni thank him for this magnanimous gesture. The awardee gets a cash prize of Rs.10,000/-.

Dr. V. Nagegowda, Green Pickles Pvt. Ltd., Bangalore has been conferred Dr. B.K. Kumaraswamy PRASIDHI Best Agripreneur Award by Shri. Tejasvi Surya, MP, Bangalore South Constituency on 27-2-21



**Celebration of Republic Day & International Year of Fruits & Vegetables-2021
on 26.01.2021 in association with Lions Club of Hebbal, Bangalore**

Dr. G. K. Veeresh Endowment IFS Award -2020

Programme was organized on 26-9-2020 to distribute the above awards. Sri. M. Ramaiah, GOK Krishi pandith awardee inaugurated the programme. Dr. S. Rajendra Prasad, VC, UAS(B) was Chief Guest & conferred the awards. Dr. K. Narayanagowda, President, Alumni Association presided over the programme. The following are the award winners – 1) Sri. Sannayamanappa Rajapore, Pamaladinni, Belagavi Dist., 2) Smt. Sujatha Chandrashekar Hegde, Navelgara, Uttara Kannada Dist., 3) Sri. P. Anil Kumar, Hosahudya, Chikkaballapur Dist.



Shri M. Ramaiah GOK Krishi Pandith Awardee
Inaugurating the Programme



Dr. G. K. Veeresh Endowment IFS Award winners - 2020
with the dignitaries and EC members



Dr. G. K. Veeresh Endowment IFS Award winners - 2020
with the dignitaries and EC members



Field evaluation for selection of farmer for
Prof.G.K.Veeresh IFS Award - 2020-21 (South Karnataka)



Field evaluation for selection of farmer for Prof.G.K.Veeresh
IFS Award - 2020-21 (Malnad Region)



Field evaluation for selection of farmer for
Prof.G.K.Veeresh IFS Award - 2020-21 (North Karnataka)

Felicitation function of Distinguished Alumni and Achievers Awards for Children of Alumni



Shri B. C. Patil, Hon'ble Agricultural Minister, Govt. of Karnataka, Inaugurated the Felicitation function on 12-12-2020 at Prof. G. K. Veeresh Auditorium of Alumni Association

Dr. G. K. Veeresh Endowment IFS Award 2021

Function was organized on 27-3-2021 to distribute the awards. Dr. S. Rajendra Prasad, VC, UAS(B) inaugurated the function. Sri. R. Shankar, Minister for Horticulture and Sericulture, GOK conferred the awards to the winners. Dr. K. Narayanagowda, President, Alumni Association presided over the function. The following are the awardees – 1) Sri. Vishnu Hegde, Kadnir village, Uttara Kannada Dist.; 2) Sri. Veerannagowda Kulkarni, Malakanamaradi village, Koppala Dist.; 3) Sri. Praveen, Vagarahalli, Hassan Dist.



Dr. S. Rajendra Prasad, VC, R. Shankar Minister for Horticulture & Sericulture Inaugurating the Function along with other dignitaries



Dr. G. K. Veeresh Endowment IFS Award-2021 winners with the Dr. S. Rajendra Prasad, VC-UASB & R. Shankar, Minister for Horticulture & Sericulture with other dignitaries



Dr. P. H. Ramanjini Gowda Member, Board of Management, UAS (B) was felicitated by Shri B. C. Patil, Agril. Minister along with Dr. S. Rajendra Prasad, VC, UAS (B) and Dr. K. Narayanagowda, President of Alumni Association



Shri O. S. Dayananda, Member, Board of Management, UAS (B) was felicitated as Distinguished Alumni by Shri B. C. Patil, Agril. Minister along with Dr. S. Rajendra Prasad, VC, UAS (B) and Dr. K. Narayanagowda, President of Alumni Association



Shri M. R. Kodandaram, Managing Director Ramaiah Institute of Technology, Bangalore was felicitated as Distinguished Alumni by Shri B. C. Patil, Agril. Minister along with Dr. S. Rajendra Prasad, VC, UAS (B) and Dr. K. Narayanagowda, President of Alumni Association



Shri M. S. Mahabaleshwara, Managing Director & CEO, Karnataka Bank, Mangalore was felicitated as Distinguished Alumni by Shri B. C. Patil, Agril. Minister along with Dr. S. Rajendra Prasad, VC, UAS (B) and Dr. K. Narayanagowda, President of Alumni Association



Shri N. S. Shashidhar, IRS, Joint Commissioner, Dept. of Income Tax, GOI, Salem, was felicitated as Distinguished Alumni by Shri B. C. Patil, Agril. Minister along with Dr. S. Rajendra Prasad, VC, UAS (B) and Dr. K. Narayanagowda, President of Alumni Association



Dr. L. H. Manjunath, Executive Director , Shri Kshethra Dharmasthala Rural Development Project, Dharmasthala D.K. Dist., was felicitated as Distinguished Alumni by Shri B. C. Patil, Agril. Minister along with Dr. S. Rajendra Prasad, VC, UAS (B) and Dr. K. Narayanagowda, President of Alumni Association



Children of Alumni with Academic Excellence



Independence Day was celebrated on August 15th. Dr. Harinikumar K. M. Secretary, Alumni Association hoisted the flag



Dr. B. Krishnamurthy, Professor and Head, Department of Agricultural Extension, College of Agriculture, G.K.V.K has been appointed as member of Board of Studies for a period of two years at Banaras Hindu University, Varanasi, U.P.



Video Conference was organised on Winning the VUCA World: Volatile, Uncertain, Complex & Ambiguous and Its Impact on Agriculture Sector. Date: 04.07.2020 Sri. Y. S. Prabhakar, MBA (IIM, AHMEDABAD) Chief Consultant, i2e Consultancy.

Dr. P. Margoob Hussain, Former Professor (UAS-B) & Sr. Alumni has been felicitated with " Gold Award " from the International Association of Lions Clubs, District 317F for Veterinary Services during 2019 -20 at R. G. Royal Convention Centre, Bangalore on 12th January 2021.



New Initiative :

★ Rural Development Programme :

The Executive Committee decided to organize rural development programmes every year and allocated Rs.25,000/-for each executive committee members of the Association to conduct programme for welfare of the farming community.

★ Development of Orchards :

The Executive Committee approved to encourage development of fruit orchard by farmers identified by each executive committee member for the year 2021-22. A sum of Rs.5000/- for each orchard will be borne by the Alumni Association to purchase fruit plants.

★ Online Webinars :

During Covid-19 restrictions, several training programmes were organized online.

Rural Development Programmes



Solar Energy and Installation of Solar Street & Home Lights, Programme held on 12-2-2021 at Kannamangala Palya, Devanahalli Tq, Bangalore Rural Dist.



Dr. K. Narayana Gowda, President of Alumni Association and Associate Director of Extension, UAS, Bangalore who inaugurated the programme, called upon villagers to adopt solar energy systems for lighting and pumpsets.

Sri A. Gopal, Member of Executive Committee of the Alumni Association who organised the programme, welcomed the gathering and briefed the purpose of the meet and need for adopting solar power. About 300 villagers from Kannamangala Palya, Bagalur, Yediur, Chagalahatti, Marasandra, Budigere and nearby villages attended the programme.



Sri. N. Gopala Gowda, Executive Committee Member organized **Awareness programme, training and distribution of Cycle weeders to farmers** on 3-3-2021 at R.S.K. Gowribidanur, Chikkaballapura Dist.



Dr. V. Chandrashekara Murthy, Vice-President organized Awareness Programme on **Animal Health and screening of cows for infertility** on 28-2-2021 at Hulikall, Magadi taluk, Ramanagara Dist.



Dr. B. K. Kumaraswamy Executive Committee member organized Programme on **Distribution of milk cans to farmers** on 18-2-2021 at Kanuvanahally, Nelamangala Taluk

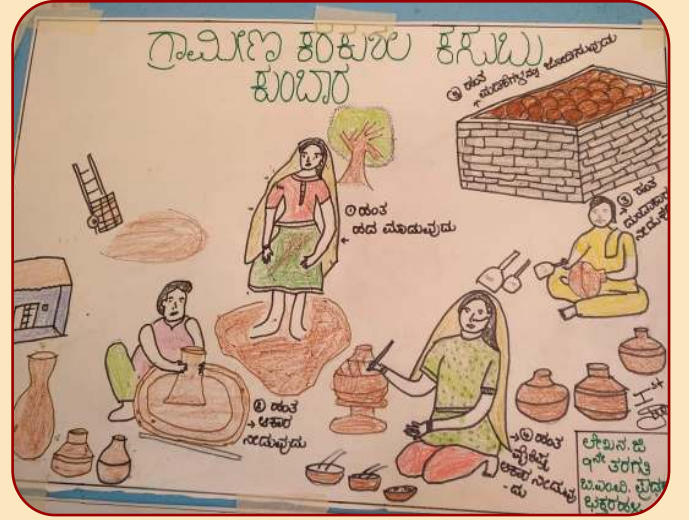


Dr. S.Chandrashekhar, Joint Secretary, Dr. H. E. Shashidhar, Dr. P. K. Basavaraja, Executive Committee Members have jointly organized Awareness Programme on **Clean milking and distribution of milk cans to milk producers** on 28-3-2021 at Swandenahalli Village, Tumkur Taluk.

Environment awareness programme



Sri. B. N. Ambarish Organized Awareness Programme on Environment **"Our School Our Environment"** on 6-3-2021 at Bhaktharahalli, Shidalaghatta taluk, Chikkaballapur Dist.



ನಮ್ಮ ಶಾಲೆ-ನಮ್ಮ ಪರಿಸರ



Environment awareness programme and distribution of prizes to students (Painting Competition) was Jointly organized by Alumni Association of UASB , Lions club of Hebbal and BMV education trust , Bhaktharahalli, Sidlaghatta Taluk Chikkaballapur Dist. as part of rural development programmes.



Rural Development Programmes



Health Camp at Ibasapura Village, Channarayapatna Hobli, Devanahalli, Tq



Inauguration of Training Programme at Gowribidnur



Distribution of "Cycle Weeders" to Farmers at Gowribidnur



Distribution of "Milk Cans" to Farmers at Swandenahalli, Tumkur Tq, Dist.





Awareness on Clean Milking & Distribution of "Milk Cans" to farmers at H. Kodihalli Mandya Dist.



Awareness on Clean Milking & Distribution of "Milk Cans" to farmers at Kanuvanahalli, Nelamangala Tq



Dr. K. M. Harinikumar, Secretary & Dr. R. Prasanna Kumar Executive Committee Member organized Programme on **Distribution of Milk cans to Milk Producers** on 7-2-2021 at H. Kodihalli, Kasaba Hobli, Mandya Tq & Dist.



Dr. B. Krishnamurthy, Executive Committee Member Organized Awareness Programme on **Animal Health and screening camp for infertility cows** on 16-2-2021 at Ibaspur Village, Channarayapatna Hobli, Devanahalli Taluk.

Online Webinars



Webinar on Bonsai cultivation



Webinar on cold chain logistics of Agricultural Fresh Produce

ಗಿರಿನೇ ನಗರಜಿಲ್ಲಾ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮ್ಮೇಳನ-ಕೃಷಿ ಸಾಹಿತ್ಯ



ದಿನಾಂಕ 20.03-2021 ಮತ್ತು 21.03-2021 ರಂದು ಬೆಂಗಳೂರು ನಗರ ಜಿಲ್ಲಾ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್‌ನೊಂದಿಗೆ ಹಮ್ಮಿಕೊಂಡಿದ್ದ ಜಿಲ್ಲಾ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಸಮ್ಮೇಳನದ ವಿವಿಧ ಚಟುವಟಿಕೆಗಳ ಪರ್ದಿನೋಟ



As a new initiative during Pandemic Covid-19, Sponsored 15,000 Mango Carton Boxes to Mango Growers



Shri Gurumurthy was Awarded Sri. S. M. Narayana Reddy Best Agricultural Science Graduate Farmer Award by Dr. C. N. Ashwathanarayan, Hon'ble Dy.Chief Minister, GOK on 27-2-21.



Dr. S. Rajendra Prasad, VC-UAS (B) distributed Mango Carton Boxes to Mango Growers on 31-05-2021



