



Striving for a greener tomorrow...

PJTAU NEWS



In this issue

From the VC's Desk	1
Important Events	
<i>10th University Foundation Day: Celebrating a Decade of Success</i>	2
New Initiatives	
<i>Launch of Rural Innovation Spoke - A Major Milestone of AgHub</i>	3
Workshops/ Conferences/ Meetings/ Seminars/Exhibitions	
<i>Academic Council Meeting</i>	3
<i>The 6th Quinquennial Review Meeting- Focused on Fertilizer Management and Related Policies</i>	4
<i>Workshop of Cost of Cultivation: Delving into Unique India's Pricing Mechanism</i>	4
Collaborations	
<i>MoU to Disseminate Advanced Technologies in Agriculture</i>	5
<i>Collaborative Public-Private Effort for Commercialization of Maize Hybrid DHM 206</i>	5
Distinguished Visitors	
<i>Dr. Krishna Kaushal visits College of Agricultural Engineering</i>	6
Success Story	
<i>From Fields to Hives: PJTAU Empowering Women Farmers Through Beekeeping</i>	6
Awards & Honours	7
Celebrations	8



From the VC's Desk



The increasing global demand for food has driven the intensification of agriculture, resulting in a substantial rise in agricultural waste from the production and processing of grains, vegetables, fruits, meat, poultry, and more. This includes animal waste, crop residues, and harmful xenobiotic compounds. Worldwide,

approximately 1.3 billion tonnes of food intended for human consumption is lost or wasted annually, with about one-third of biodegradable municipal solid waste consisting mainly of household kitchen waste. In India, around 350 million tonnes of agricultural waste is generated each year, contributing to environmental pollution and highlighting the need for effective waste management.

Agri-waste management strategies, such as composting, anaerobic digestion, pyrolysis, vermicomposting, incineration, and recycling, play a critical role in addressing this challenge. Bioeconomic approaches to agri-waste management can prevent the underutilization of livestock manure and the indiscriminate burning of crop residues, ensuring food and health security, generating value-added products, improving farmers' livelihoods, creating jobs for youth, and promoting sustainable agriculture. Prioritizing the 4Rs—reduce, reuse, recycle, and recover—is essential for effective waste management. According to the Ministry of New and Renewable Energy, the waste generated in India has the potential to produce over 18,000 MW of power annually, in addition to generating green fertilizers for agricultural use if properly managed. Optimal utilization of agricultural waste can create green markets, generate employment by converting waste into valuable resources, reduce greenhouse gas emissions, and decrease reliance on fossil fuels, contributing to clean and sustainable agriculture.

Research into recycling agricultural waste into useful and biodegradable products is crucial. SAUs and ICAR institutes, along with *Krishi Vigyan Kendras* (KVKs) are developing technologies for converting agricultural waste into wealth, such as value-added products and processing equipment. Government initiatives, including subsidies and funding, are necessary to encourage rural youth to engage in this sector and support the goals of sustainable agriculture.

Aldas Janaiah
Vice-Chancellor

Important Events

10th University Foundation Day: Celebrating a Decade of Success

The University celebrated its tenth foundation day on September 3rd, 2024, at the University Auditorium in Rajendranagar, Hyderabad. Prof. B. Jagadeeshwar Rao, Hon'ble Vice Chancellor of the University of Hyderabad, graced the occasion as the chief guest and delivered the Professor Jayashankar Commemorative address titled "Good Quality Education is the Solution." In his address, he emphasized that the intrinsic spirit of inquiry-driven education has been constrained by measurable outcomes, turning education into a commercial enterprise. He stressed the need for a high-quality education system that fosters a deeper, liberating exploration of knowledge.



Prof. B. Jagadeeshwar Rao, Hon'ble Vice Chancellor of the UoH delivering Prof. Jayashankar Commemorative Address

Prof. Rao further highlighted India's ancient tradition of knowledge pursuit, expressing concern over its struggles to establish a robust educational framework. He acknowledged the Government of India's National Educational Policy 2020 (NEP-2020) as a step towards necessary reform. However, he noted that for NEP-2020 to be successful, it is essential to cultivate a dedicated and passionate pool of educators across all levels. The aspiration to achieve VISHWAGURU status, he stressed the need for enhancement of educational infrastructure and the commitment of passionate teachers and the foundation of the education pyramid.

He also reflected on how quality education can empower enlightened societies, becoming a source of strength, grace, and beauty on a global scale. He predicted that advanced technologies, such as the internet and artificial intelligence, will shape society in the coming century. He concluded by asserting the need for institutions

that can inspire minds like those of Gautama Buddha, Mahatma Gandhi, Aurobindo, and Albert Einstein, with the hope that India will lead the way for the rest of the world.

Sri M. Raghunandan Rao, IAS, Hon'ble Vice Chancellor, PJTAU and APC & Secretary of the Government of Telangana, presided over the function. He stated that PJTAU has released 67 new crop varieties, including Telangana Sona in rice, and established new colleges based on local needs. He shared that the new government in Telangana will continue to implement farmer-centric initiatives, such as loan waivers, and urged staff to renew their commitment to serving farmers. Dr. P. Raghu Rami



Release of Publication - PJTAU Varieties and Hybrids by Prof. B. J. Rao

Reddy, Director of Research and Registrar of PJTAU, welcomed the gathering

During the ceremony, awards and certificates were presented to outstanding farmers, institutions, and both teaching and non-teaching staff, as well as students. The CRI Pumps Best Farmer Awards were given to Smt. Kuncharla Swapna for exceptional crop yields, Sri Rana Pratap for dryland agriculture, Sri M. Venkat Reddy for agricultural mechanization, and Sri Morapalle Malla Reddy for improved water management techniques. Additional recipients of the PJTAU Best Progressive Farmer Award included Sri M. Sidda Reddy, Smt. Akula Sumathi, Sri T. Omkar Murthy, and several other notable farmers.

The event was attended by esteemed board members, University officials, staff, and students, who celebrated the achievements and future vision for the institution.



Felicitation of Progressive farmers on the occasion of 10th University Foundation day

New Initiatives

Launch of Rural Innovation Spoke - A Major Milestone of AgHub

AgHub, the innovation center of Prof. Jayashankar Telangana Agricultural University, has launched its first Rural Innovation Spoke at the Regional Agricultural Research Station (RARS), Polasa, Jagtial, operating through its distinctive Hub & Spoke model. This launch represents a major step forward in promoting rural innovation and entrepreneurship. The Rural Innovation Spoke was inaugurated by the Chief Guest Ms. Suseela Chintala, Chief General Manager of NABARD, TGRO.

The dignitaries commended AgHub's efforts to foster a culture of innovation in rural areas. The event also showcased products and innovations from Rural Innovators, incubated through the AgHub Rural Innovation Spoke, providing them an opportunity to present their work to key stakeholders. Additionally, the event encouraged interaction between the distinguished guests and PJTAU students in Jagtial, inspiring them to pursue innovation and entrepreneurship. This new Rural Innovation Spoke is anticipated to make a significant impact on the local community, offering resources and support for emerging entrepreneurs and innovators in the

region. With this launch, AgHub continues to extend its reach, empowering rural communities with the tools and knowledge needed for sustainable development and growth within agri-food systems. Dr. P. Raghu Rami Reddy, Registrar, PJTAU, Dr. G. Sreenivas, ADR, RARS, Jagtial, Dr. R. Kalpana Sastry, Managing Director of AgHub, Mr. Vijay Nadiminti, CEO of AgHub, and University officers from PJTAU graced the occasion.



Ms. Suseela Chintala, Chief General Manager of NABARD addressing the gathering

Workshops/ Conferences/ Meetings/ Seminars/Exhibitions

Academic Council Meeting

The 21st Academic Council Meeting of PJTAU was held on 20th July, 2024 under the chairmanship of Sri M. Raghunandan Rao, the Hon'ble Vice Chancellor at Seminar Hall – I, University Auditorium, Rajendranagar. The council discussed on academic matters related to various issues

pertaining to Diploma, U.G, P.G and Ph.D. programme for the academic year 2024-25. The Deans of Faculties, Directors of Experimental Stations and Extension, University Heads of Departments, Professors and other nominated members have attended the meeting.

The 6th Quinquennial Review Meeting- Focused on Fertilizer Management and Related Policies

The AICRP on STCR & MSPE Centres, Professor Jayashankar Telangana Agricultural University in association with Institute of Soil Health Management (ISHM) organized the "6th Quinquennial Review Meeting of ICAR-IISS, Bhopal (2018-2023)" for review of AICRP/AINP/CRP Centres in South Zone of India from July 30th to August 1st, 2024, at Agricultural Research Institute (ARI), Rajendranagar, Hyderabad. The meeting aims to review the research progress of All-India coordinated research projects from the Southern states and Chhattisgarh, focusing on areas such as long-term fertilizer policy, bio-fertilizers, long-term fertilizer management, micronutrients, and soil-testing-based fertilizer recommendation policies. Dr. P.K. Sharma, former Vice Chancellor, SKUAST, Jammu, along with eight members from IISER, Bhopal, presided over the meeting. Dr. P. Raghu Rami Reddy, Director of Research and Registrar, PJTAU and the Chief Guest along with five AICRP Coordinators-

Dr. S. Srivastava, Dr. S.K. Behera, Dr. R.H. Vanjari, Dr. S. Mohanty, and Dr. A.K. Biswas, Dr. M. Malla Reddy, ADR, Southern Telangana Zone participated in the event.



6th Quinquennial Review Meeting team participating in Tree Plantation programme at PJTAU

Workshop of Cost of Cultivation: Delving into India's Unique Pricing Mechanism

A two-day workshop of the Cost of Cultivation Scheme (CCS) was held at PJTAU on 22nd and 23rd August, 2024. Sri Devajit Khound, Principal Economic Advisor at ES&E, MoA & FW, GoI, and the chief patron of the workshop, highlighted the vital role of the comprehensive CCS in determining the Minimum Support Price (MSP), a unique pricing mechanism in India. He emphasized that the accuracy of MSP is directly linked to the precision of CCS data, which relies on the dedicated efforts of CCS staff. He urged them to collaborate with farmers as equals rather than viewing themselves as superiors, concluding with the

statement, "Farmers- Annadata is our God." Sri Dhananjay Prasad Srivastava, Advisor of the MSP Unit at ES & E Division, MoA & FW, GoI, noted that the CACP produces four key reports, including the MSP for 22 different crops based on CCS data, benefiting approximately 1.7 crore farmers through the disbursement of ₹2.5 lakh crore under MSP for 1,000 lakh metric tons of produce.

Dr. P. Raghu Rami Reddy, Registrar and Director of Research, PJTAU, emphasized that current government policies increasingly support farmers, highlighting how the MSP provides much-needed relief to those in distress.



Delegates participated in Workshop on Cost of Cultivation



Release of Publication by the dignitaries at the Workshop

He also discussed the integration of Remote Sensing (RS) and Geographic Information Systems (GIS) to enhance data collection and accuracy, mentioning that crop estimation conducted by WTC, PJTAU, using RS and GIS has achieved an accuracy rate of over 80%. Dr. K. Suhasini, Director, CCS PJTAU, reviewed the progress of CCS over the decades under various leaderships. She highlighted a recent three-year block period during which the number of farmer samples increased to 12, allowing field staff to gather more comprehensive data. Dr. Suhasini noted that the CCS database now includes data from approximately 8,100 farmers across India and discussed the new *Krishi Pariperksha Survey* (KPS), which estimates yield directly from farmers twice a season and correlates it with NSSO data.

Sri Devajit Khound in the valedictory session expressed his satisfaction on successful conduct of workshop and acknowledged the hard work of field officers who face great challenges. He encouraged the participating implementing agencies to apply what they learned in their local contexts and promised to continue conducting workshops annually. Sri Dhananjay Prasad Srivastava expressed his delight at the significant participation of all implementing agencies and assured that administrative issues would be addressed at the ministry level as soon as possible.

A total of 134 delegates from 19 implementing agencies participated in the workshop. Members of the Board of Management, PJTAU and other university officials graced the occasion.

Collaborations

MoU to Disseminate Advanced Technologies in Agriculture

A Memorandum of Understanding (MoU) was signed between G. Narayanamma Institute of Technology and Science (GNITS) and PJTAU to leverage modern technology within the agricultural sector on 12th July, 2024 at Administrative office, Hyderabad. Sri K. Ramesh Reddy, Principal, GNITS and Dr. P. Raghu Rami Reddy, Registrar and Director of Research, PJTAU signed the MoU agreement in presence of University officers and faculty from GNITS.



PJTAU and GNITS signed MoU to leverage Modern Agri-Technologies

Collaborative Public-Private Effort for Commercialization of Maize Hybrid DHM 206

PJTAU has entered into a Memorandum of Agreement (MoA) with two private seed companies, M/s Chakra Seeds and M/s Sai Krishna Seeds, both based in Kurnool, to facilitate the commercial marketing and large-scale hybrid seed production of the recently released maize hybrid, DHM 206 (Telangana Makka-3). This high-yielding, charcoal rot-resistant hybrid, with a yield potential exceeding 10 t/ha, was officially released in March 2024 for North Indian states, including Punjab, Haryana, Uttar Pradesh, Jharkhand, Odisha, and Bihar.

Dr. P. Raghu Rami Reddy, Registrar, PJTAU, and representatives of the seed firms entered into the agreement on 2nd September, 2024. In his address,



Dr. P. Raghu Rami Reddy, Registrar, PJTAU and Representatives of Private Industries exchanging MoUs

Dr. Reddy congratulated the scientists of Maize Research Centre and emphasized the role of public-private partnerships (PPP) in advancing agricultural technologies, particularly in hybrid development and commercialization. He highlighted the importance of leveraging the strengths of both public and private sectors to promote publicly-bred hybrids like DHM 206.

This MoA represents a continuation of PJTAU's successful collaborations with private seed companies, following the University's 43 prior MoAs for the marketing of maize hybrids DHM 117 and DHM 121 through the Maize Research Centre. This new agreement underscores PJTAU's ongoing commitment to fostering innovative agricultural practices. University officers and scientists from the Maize Research Centre attended the event.

Distinguished Visitors

Dr. Krishna Kaushal visits College of Agricultural Engineering

As part of a brief visit to review the Precision Farming Development Center at PJTAU, Hyderabad, Dr. Krishna Kaushal, Joint Project Director, National Committee on Precision Agriculture & Horticulture, New Delhi visited the College of Agricultural Engineering, Kandi, Sangareddy, on 20th July, 2024. During his visit, Dr. Kaushal engaged with the faculty members, learning about the various programs conducted at the college. He encouraged the faculty to undertake research on controlled environment agriculture and mulching practices. Dr. D. Rajini, Assistant Professor (Horticulture) and Dr. Ajay Kumar, Principal Scientist, ICAR-RCER, Patna were also present.



Dr. Krishna Kaushal with faculty of College of Agricultural Engineering

Success Story

From Fields to Hives: PJTAU Empowering Women Farmers Through Beekeeping

The yield plateau in agriculture has opened avenues for alternative farming practices that enable the farming community to achieve sustainable income. Beekeeping offers a promising option for supplemental farm income; however, a lack of knowledge and skills remains a significant obstacle in our country.

Smt. T. Sanjana, a housewife from Chennaipet village, Warangal district, who sought to overcome the

challenges she had previously faced in beekeeping attended the seven-day training program on scientific beekeeping held from 10th to 16th December, 2023 by AICRP Centre for Vertebrate Pest Management under the National Bee Board's National Beekeeping and Honey Mission initiative. Her search for a sustainable agricultural venture led her to the training offered by the All India Network Project on Vertebrate Pest Management at Professor



Smt. Sanjana receiving a Certificate on Bee Keeping



Smt. Sanjana being felicitated on her success

Jayashankar Telangana Agricultural University in Rajendranagar, Hyderabad.

During the program, Smt. Sanjana received comprehensive training on scientific beekeeping, gaining insights into bee biology, behavior, and the floral ecosystem. With this new found knowledge, she began managing her hives more effectively, increasing honey production. Inspired to expand her venture, she secured a loan under the PMEGP program as a woman entrepreneur and established a commercial-scale apiary with 200 bee boxes. Initially, she placed the boxes in a mango orchard, later migrated them to sunflower and sesame crops to boost honey yields. She also implemented colony-splitting

techniques to prevent swarming and introduced innovative practices, such as wax moth traps, to mitigate damage. This entrepreneurial journey now generates a net income of Rs 50,000 per month. In recognition of her success, Smt. Sanjana received the Best Beekeeper Award from MANAGE, Hyderabad, on World Bee Day on 20th May, 2024.

Smt. Sanjana has since trained 10 other women in scientific beekeeping, three of whom have started their own beekeeping ventures. Her inspiring journey has encouraged farmers in her community to consider beekeeping as a valuable supplementary activity alongside traditional farming.

Awards & Honours

- Maize Research Centre, Rajendranagar received Recognition award for the CVRC release of maize hybrid DHM 206 during National Maize Conference held from 23rd to 25th August, 2024 at ICAR-IIMR, Ludhiana, Punjab.
- Five faculty from the University viz., Dr. S. Vanisri, Principal Scientist (Oilseeds), RARS, Palem, Dr. K. Jhansi Rani, Professor (Genetics and Plant Breeding), Agricultural College, Jagtial, Dr. Y. Chandra Mohan, Principal Scientist (Pl. Breeding), Rice Research Centre, Rajendranagar, Dr. K. Bhanu Rekha, Professor, Agronomy, Agricultural College, Adilabad and Dr. Anila Kumari, Asst. Professor (Food and Nutrition), College of Community Science, Saifabad were bestowed with the “Meritorious Teacher Award 2024” from Government of

Telangana on the occasion of Teachers' Day on 5th September, 2024 at Ravindra Bharati, Hyderabad.

- Dr. K. Vanisree, Scientist (Entomology) got best oral presentation award in National Maize Conference held from 23rd to 25th August, 2024, at ICAR-IIMR, Ludhiana, Punjab
- Dr. Srinivasa Rao, Programme Coordinator and Mrs. A. Ramulamma, SMS (Plant Protection), KVK, Kammasagar received Best Employee Award from District Collector and Magistrate, Nalgonda and Dr. N. Sainath, Scientist (SSAC), RARS, Jagtial and Dr. K. Swathi, Asst. Professor (Hort.), APT, Jagtial received Best Employee Award from District Collector and Magistrate Jagtial on the occasion of independence day celebrations on 15th August, 2024.



PJTAU - Maize Research team receiving the Recognition award



The state best teacher awardees of PJTAU with the Registrar

Celebrations



Prof. Jayashankar Birthday Celebrations at Administrative Office on 6th August, 2024



Sri Kaloji Narayana Rao Jayanthi Celebrations at RARS, Warangal on 9th September, 2024



Celebration of National Librarians Day at KMC, PJTAU on 14th August, 2024



Telangana Praja Palana Dinotsavam celebrations at College of Community Science



Veeranari Chakali Illama Birthday Celebrations at College of Agricultural Engineering, Kandi on 10th September, 2024

Patron-in-Chief

Prof. Aldas Janaiah

Chief Editor

Dr. Ch. Venu Gopala Reddy

Editor

Dr. C.V. Sameer Kumar

Assistant Editor

Dr. M. Pallavi

Published by Principal Agril. Information Officer, Agricultural Information and Communication Centre and PJTAU Press, Rajendranagar, Hyderabad -500 030, Telangana, Phone no. 040 24015380, Email: pjetau.editor@gmail.com

Printed at PJTAU Press, Rajendranagar, Hyderabad -500030, Telangana.

Pub.No.13/NL/PJTAU/2024