

### **“Make Your Presence Felt”: Secretary, DARE and DG, ICAR advises ICAR Institutes**

Secretary, DARE and Honorable DG, ICAR Dr. T. Mohapatra visited Pune on 8<sup>th</sup> December 2017 and addressed all the scientists of ICAR institutes at the conference hall of ICAR-NRCG at 3.00pm. In his address Honorable DG emphasized the fact that ICAR institutes have made significant contributions in all the spheres of agriculture and congratulated all the ICAR institutes for their contributions. However he expressed that the visibility of these contributions and achievements are low. He called upon all ICAR institutes to go all out to make their presence felt.

He stressed upon the importance of making the technologies developed by ICAR more visible to the nation utilizing all means including Information and Communication Technologies. To achieve the same he instructed all institutes get their technologies communicated to the public through various media in an interactive mode. All the institute portals should highlight their technological achievements so as to reach everyone. He encouraged all the institutes to display all the facilities available at the institute on their respective websites to make them available and accessible to all other sister institutes. He suggested creating a science communication centre at every institute for communicating the science and technologies to academia and common man nationally and internationally. He gave every ICAR institute the task to refine its outcomes systematically by utilizing the communication technologies available. He suggested that the mobile apps have to be comprehensive and interactive. He also stressed the need to venture in to public private partnership mode of research in ICAR institutes. He instructed all the ICAR institutes to interact with the private stakeholders in their respective areas to address issues plaguing them and to find solutions in PPP mode. He opined that feedback of all the stakeholders and beneficiaries of ICAR technologies are most valuable for the improvement of the programmes of ICAR. He pointed upon technology gaps and suggested to plug the gaps so as to take the technologies from ICAR labs to the farmers.

During his visit to ICAR-DFR farm, he appreciated the initiatives taken by Dr. K.V. Prasad and ICAR-DFR Team to establish the Hadapsar farm. He complimented the team DFR for transforming the otherwise barren fields in to a focal point. He monitored the research initiatives in chrysanthemum, tuberose, marigold and China aster. He cherished the wide hue of colours in the chrysanthemums and advised the scientists study the genetics of colours, to exploit the nutraceutical and aroma potential of the flower crops. He also steered to initiate research programmes in PPP mode and appreciated the collaborative research projects run by ICAR-DFR along with other ICAR institutes. He also stressed upon developing value addition and value chains in different flowers for doubling farmers income. Plantation drive was organized to mark the occasion. He appreciated the initiative of ICAR DFR for integrating floriculture with bee keeping which is one of the focus areas of the Government of India.



Honble Secretary DARE and DG ICAR Dr.T.Mohapatra taking stock of research programmes at ICAR-DFR, Pune



Honble Secretary DARE and DG ICAR witnessing the new selections of chrysanthemum along with the ICAR-DFR staff



Honble Secretary DARE and DG ICAR Dr.T.Mohapatra with the Directors and staff of ICAR-DFR, NRCG, NIASM, DOGR, ATARI and station incharges of IARI and IVRI regional stations at ICAR-DFR research farm, Hadapsar, Pune.