

# ATIC, IHR, Bangalore

## AGRICULTURAL TECHNOLOGY INFORMATION CENTER (A.T.I.C.)

### About A.T.I.C

Horticulture has already taken the shape of industry. Through a massive transfer of technology programme, the presently available advanced technology could reach the grass root level and if executed the productivity could be increased from present level of 30% to 40% in about 7 years. There is a need for a single window system to achieve system.

### Objectives

- Dissemination of horticultural technology/information to visiting farmers/ public.
- Distribution of seeds/planting materials, extension literature and priced publications.
- Assist in advisory and diagnostic service to farmers.
- To provide a 'single window' delivery system for the products and species available from IHR to the farmers and other interested groups as a process of Innovativeness in Technology Dissemination at the institute level.
- To facilitate direct access to the farmers to the institutional resources available in terms of technology, advice, technology products, etc., for reducing technology dissemination losses;
- To provide mechanism for feedback from the users to the institute.

### Services

- Analysis of soil, water and petiole samples for recommending appropriate nutrient management to different horticultural crops through the Leaf Analysis Laboratory of the Institute under the Division of Soil Science.
- Multiplication and distribution of IHR varieties of fruit plants, vegetable seeds and planting materials of ornamental crops, through the nursery unit of the Institute.
- Multiplication and distribution of seeds of IHR varieties of vegetable through the seed-processing lab of the Institute under the control of the Division of Vegetable Crops.
- Giving guidance to farmers on cultivation of different horticultural crops
- Supply of good quality spawns for mushroom cultivation by the Mushroom Unit under the Division of Plant Pathology.
- Diagnosis of maladies of various horticultural crops and suggestions for their control and management
- Estimation of pesticide residues in fruit and vegetable crops.
- Copying and supply of video clippings on Horticulture to individuals and organizations on payment basis. The charges are fixed according to the duration of the video clippings.
- Preparation and distribution of literature in the form of extension folders and priced bulletins.
- Preparation and distribution of computer floppies and printouts of package of practices for different

horticultural crops.

- Preparation of audio cassettes on different aspects of cultivation of horticultural crops
- Public relations through handling of visitors, office calls and answering queries through mail.
- Maintenance and updating of the Institute's exhibition, which serves as a show window of the activities and achievements of the Institute.

### **Approach and Methodology for Implementation**

Keeping in view the rising demand for information on new horticultural technologies from farmers, entrepreneurs, corporate bodies, non-govt. organizations and input agencies directly/indirectly connected with promoting horticultural production the following activities are carried out under ATIC.

### **Supply of video clippings**

The Institute has set up a Video library of over 60 clippings relating to Horticulture collected from different sources and prepared by the Institute. Copies of the clippings made available to individuals and organizations interested in procuring them, on payment basis.

### **Publications**

The Institute is publishing priced publications in the form of bulletins and extension folders on various horticultural topics. Since inception the Institute for distribution to farmers has published bulletins and folders and others interested in Horticulture.

### **Computer floppies and print outs**

Keeping pace with the computerization the Institute has prepared computerized database on cultivation practices for horticultural crops for southern region, mushroom cultivation, IPM in vegetables, grapes etc., These are made available to the users on payment basis. Print out of package of practices of individual crops is also made available on payment.

### **Supply of slides**

The institute is having a collection of slides on various aspects of crop improvement, production, protection and utilization of horticultural crops. There is also a lot of demand from various organizations that are involved in the transfer of technology for these slides as it can be used in their training and extension activities. Hence the duplication and supply of these slides is one of the activity.

### **Public relations**

Over 3000 farmers who visit the Institute every year are taken round the fields and labs of the Institute to expose them to the activities and achievements of the Institute and available vegetable seeds plants and literature and distributed to them. In addition over 350-500 letters asking for queries on various aspects of Horticulture from all over the country are answered.

### **Maintenance of Institute's exhibition**

The Institute's exhibition, which serves as show window of the activities and achievements of all the divisions, labs and units of the Institute is the main attraction for all the visiting farmers, entrepreneurs and public visiting the Institute. This is being constantly updated. It is proposed to modernize the exhibition with modern types of display systems in the years to come.

### **Training**

Here is lot of demand from the farmers and private entrepreneurs for acquiring training on various aspects of horticulture. Hence training programmes are being conducted on the various aspects of horticulture for the varied clientele on payment basis.

### Consultancy Services

The Institute has done tremendous achievement in the field of horticultural research and there is lot of demand for on field consultancy to the varied clientele group, which consists of farmers, institutions and industries.

### Supply of seeds, plants and mushroom spawn

Multiplication and distribution of quality planting materials of newly released varieties of fruit and ornamental crops is carried out in the independent nursery unit of the institute. In view of the over increasing demand for planting materials of IIHR varieties of horticultural crops this activity will be a continuous and ongoing one with emphasis on increasing production of planting materials and enhanced income. Seeds of vegetable varieties released by the Institute are multiplied and supplied to Govt. and non-govt. agencies for further multiplication and distribution to farmers. Small quantities of vegetable seeds are also supplied on payment to individuals and groups visiting the Institute. The Institute is rendering yeomen service to the prospective mushroom growers of this region by imparting training and supply of spawns of several varieties of mushrooms.

### Analytical services

Samples of chemicals like insecticides, fungicides and weedicides received from individuals and firms are analyzed and tested on payment. In addition samples of plant parts affected by pests, diseases brought by farmers are diagnosed, and necessary plant protection measures to be adopted are given to them. Soil, water and leaf (petiole) samples of fruit crops like grape, banana, guava etc. received from farmers from Karnataka, Maharashtra, Tamil Nadu and other states are analyzed in the Institute for major and micro-nutrients and the analysis a results along with recommendations on fertilizer application, crops to be grown are sent to the farmers.

### IIHR TECHNOLOGICAL PRODUCTS

IIHR TECHNOLOGICAL PRODUCTS		PRICE/KG (RS)	POSTAGE PER KG. (RS)
1.	Banana Special - Nutrient Formulation for Foliar Spray for Banana	100.00	75.00
2.	Mango Special - Nutrient Formulation for Foliar Spray for Mango	125.00	75.00
3.	Citrus Special - Nutrient Formulation for Foliar Spray for Citrus*	125.00	75.00
4.	Vegetable Special - Nutrient Formulation for Foliar Spray for vegetables	100.00	75.00
5.	Trichorich- N :- An Organic formulation for fungal and Nematode disease complex in horticultural crops	100.00	75.00
6.	Trichoderma harzianum (talc based)- An Organic formulation for seeds/nursery treatment through management of diseases in Horticultural Crops	100.00	75.00
7.	VAM Bio-fertilizer Inoculum for Horticultural crops	10.00	75.00

	(Soil based formulation)		
8.	Vermicompost	5.00	75.00
9.	Pongamia Soap - An Organic formulation for Insect pest management in horticultural crops	100.00	75.00
10.	Neem Soap (An Organic formulation for Insect pest management in horticultural crops)	125.00	75.00
11.	PSB (Phosphate Solubilising Bacteria) Biofertilizer	40.00	75.00
12.	Azospirillum (Bacteria) Biofertilizer	40.00	75.00
13.	Azotobacter (Bacteria) Biofertilizer	40.00	75.00
14.	Pseudomonas fluoresces - An Organic formulation for fungal and Nematode disease complex in horticultural crops	250.00	75.00
15.	Paecilomyces lilacinus - An organic formulation for Nematode problems of Horticultural Crops	150.00	75.00
16.	Pochonia chlamydospria- An organic formulation for Nematode problems of Horticultural Crops	150.00	75.00

On Demand only

#### LIST OF PRICED PUBLICATIONS(Bulletins/books)

TECHNICAL/ EXTENSION BULLETINS	PRICE/COPY (RS)	POSTAGE PER COPY (Rs)
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1.	Fruits in Nutritional Security	75.00	50.00
2.	Root Activity Pattern in Grapes And Citrus	25.00	50.00
3.	Vegetable Varieties/ Hybrids of IIHR	150.00	50.00
4.	IPM in Tomato (Kannada)	12.00	50.00
5.	IPM in Cabbage (Kannada)	12.00	50.00
6.	IPM in Cabbage (English)	15.00	50.00
7.	Production Technology of Tube Rose	12.00	50.00

8.	Bio-pesticides for root knot Nematode Management in horticulture	55.00	50.00
9.	Research in Biochemistry of Tropical Fruits at IIHR	130.00	50.00
10.	Proceedings of The National Consultation Seminar on Horticulture Research, Development & Export	150.00	50.00
11.	On-farm VAM inoculum Production Technology and Its Utilisation in Horticulture Crop Production	20.00	50.00
12.	Eco Friendly Management of Fusarium wilt of banana	25.00	50.00
13.	Edible Mushroom	100.00	50.00
14.	Production, Post harvest management and marketing of mangoes for Export	80.00	50.00
15.	Green house production of capsicum	30.00	50.00
16.	Green house production of Tomato	30.00	50.00
17.	Green house production of Chrysanthemum	30.00	50.00
18.	Quality vegetable seedling production	30.00	50.00
19.	Chrysanthemum	30.00	50.00
20.	Mango	30.00	50.00
21.	Papaya	30.00	50.00
22.	Pomegranate	30.00	50.00
23.	IVLP	25.00	50.00
24.	Arpan: Souvenir published during Rashtriya Bagwani Kisan Mela 2005	100.00	50.00
25.	Post Harvest Practices for Mango, Banana, Tomato and Capsicum	70.00	50.00
26.	Plant Protection for Polyhouse Cultivation of Vegetables and Ornamental Crops	75.00	50.00
27.	Post Harvest Technology for Vegetables	50.00	50.00
28.	Floriculture in North Eastern Region	50.00	50.00

**LIST OF PRICED PUBLICATIONS(Folders)**

SL. NO.	TITLE OF THE PUBLICATION	PRICE/COPY (RS)	POSTAGE PER COPY (Rs)
ATIC PUBLICATIONS			
1	Production Technology of Jasmine	5.00	5.00
2	Production Technology of Tomatoes	5.00	5.00
3	Production Technology for Capsicum (Bell Pepper)	5.00	5.00
4	Leaf Analysis in Fruit Crops	5.00	5.00
5	Production Technology for Brinjal	5.00	5.00
6	Cultivation Practices for Okra	5.00	5.00
7	Production technology for watermelon	5.00	5.00
8	Onion Cultivation	5.00	5.00
9	Mango Cultivation	5.00	5.00
10	Biofertilizers for Horticultural Crops	5.00	5.00
11	Micro-Nutrient Disorders in Banana and their Management	5.00	5.00
12	Soil Sampling Procedure for Fertility Evaluation in Horticultural Crops (English)	5.00	5.00
12	Soil Sampling Procedure for Fertility Evaluation in Horticultural Crops (Kannada)	5.00	5.00
13	Milky Mushroom cultivation	5.00	5.00
14	Hand Pollination Method to Improve the Set, Size and Shape of Arka Sahan Custard Apple Fruits	5.00	5.00
15	Raising Vegetable Seedlings in Pro- trays	5.00	5.00
16	Production of Coloured Capsicum in Low Cost Greenhouses	5.00	5.00

## LIST OF VCD'S IN HORTICULTURE

### LIST OF IIHR SOFTWARE

IIHR SOFTWARE		PRICE/ COPY (Rs)	POSTAGE PER COPY (Rs)
1	Package of Practice of Horticultural Crops for South India: SI Hortpack 1.0	550.00	50.00
2	Package of Practice of Fruit Crops for South India	150.00	50.00
3	Package of Practice of Vegetable Crops for South India	150.00	50.00
4	Package of Practice of Ornamental Crops for South India	150.00	50.00
5	Package of Practice of Medicinal Crops for South India	150.00	50.00
6	Package of Practice of Aromatic Crops for South India	150.00	50.00
7	Package of Practice of Tuber Rose Crops for South India	150.00	50.00
8	Package of Practice of Plantation Crops for South India	150.00	50.00
9	Package of Practice of Spice Crops for South India	150.00	50.00
10	Package of Practice of Horticultural Crops for Karnataka	150.00	50.00
11	Package of Practice of Horticultural Crops for Kerala	150.00	50.00
12	Package of Practice of Horticultural Crops for Tamilnadu	150.00	50.00
13	Package of Practice of Horticultural Crops for Andhra Pradesh	150.00	50.00
14	Cultivation of Grapes	150.00	50.00
15	Cultivation of Mushrooms	150.00	50.00
16	Pest Information System on Cabbage	150.00	50.00

17	Pest Information System on Tomato	150.00	50.00
18	Pest Information System on Serpentine Leaf Miner	150.00	50.00
19	Pest Information System on Bean Flies	150.00	50.00

#### TERMS AND CONDITIONS FOR PURCHASE BY POST/TRANSPORT

- Products/Publications/Software/VCDs can be obtained by remitting the required amount to the office in the form of Cash or Bank Draft drawn in favour of Director, IIHR, Bangalore along with postal/transport charges.
- Demand Drafts of Bank should be drawn in favour of DIRECTOR, IIHR, BANGALORE.
- For further details please contact: THE DIRECTOR

Indian Institute of Horticultural Research

Hessaraghatta Lake Post, Bangalore - 560 089.

Phone: EPABX: 080 -28466420/21/22/23 and

28466353/ 28446010

Grams : HORTSEARCH FAX :080-28466291

#### Resource Generated under the Agriculture Technology Information Center

Particulars		Quantity	Gross Revenue generated ( Rs)
ATIC (RFS)			
ATIC folders		2270	11,350.00
ATIC bulletins		426	12,780
Products	Pongamia Soap	233	23,300
	Neem Soap	451	56,375
	Banana Special	2155	215500
	Mango Special	951	118875
	Trichorich-N	783	78300
	Phosphate solubilising bacteria	314	12560
	Vermi compost	167	835
	Azospirillum	257	10280



	Azotobacter	141	5640
	Trichorich harzianum	291	29100
	Pseudomonas fluorescence ½ -1 Kg pkts	196.5	24562.5
		209	48300
Sub Total (A)			742177.50
Institute			
Institute Bulletins/books		2165	51691
China Aster Seeds		1039 gm	10390
Tuberose bulbs & Gladiolus		196	1606
Sub Total (B)			63687
Total A+ B			805864.5

Sl. No.	Title	Language	Duration (Mnts)	Price (Rs.)	Postage per copy (Rs.)
1	Veneer grafting mango	English	7.03	100.00	50.00
2	Water melon cultivation ( bud necrosis)	Kannada	8.13	100.00	50.00
3	Papaya cultivation	Kannada	10.00	100.00	50.00
4	Raisin making	Kannada	8.10	100.00	50.00
5	Arkavathi Grapes	Kannada	5.00	100.00	50.00
6	Orchids of Sikkim	English	10.00	100.00	50.00
7	Mango export	Hindi	12.03	150.00	50.00
8	Bio Fertilizer	Kannada	20.00	150.00	50.00

	Water Mellon cultivation	Kannada	15.03	150.00	50.00
10	Effective use of fertilizer	Kannada	17.03	150.00	50.00
11	Mango king of Fruits	Kannada	22.00	150.00	50.00
12	Grape export	Hindi	14.03	150.00	50.00
13	Drip irrigation on vegetable Crops	Kannada	13.00	150.00	50.00
14	Onion Cultivation	Hindi	18.00	150.00	50.00
15	Cultivation techniques in Grapes	Kannada	25.00	150.00	50.00
16	Raisin making	English	21.40	150.00	50.00
17	Soft wares in Horticultural crops	English	18.00	150.00	50.00
18	Pineapple cultivation	Kannada	15.00	150.00	50.00
19	Citrus Mealy bug	English	20.00	150.00	50.00
20	Indian grape Export	English	24.15	150.00	50.00
21	Grape Training system	Kannada	13.15	150.00	50.00
22	Aromatic Plant	Kannada	25.00	150.00	50.00
23	Chrysanthemum	Kannada	11.00	150.00	50.00
24	Ber cultivation	Kannada	20.00	150.00	50.00
25	Rose cultivation	Kannada	22.00	150.00	50.00
26	Guava cultivation	Kannada	20.00	150.00	50.00
27	Leaf analyses in Fruit Crops	Kannada	13.00	150.00	50.00
28	Betel vine cultivation	Kannada	27.00	150.00	50.00
29	Kitchen Garden in urban area	English	20.00	150.00	50.00
30	Biological insect control	English	19.00	150.00	50.00
31	Neem in pest control	English	15.00	150.00	50.00

32	Plant Tissue Culture	English	18.00	150.00	50.00
33	Banana Virus	English	18.00	150.00	50.00
34	Button Mushroom	English	18.00	150.00	50.00
35	Floriculture & Money	English	18.00	150.00	50.00
36	Oyster Mushroom	English	18.00	150.00	50.00
37	China Aster	English	29.00	150.00	50.00
38 - 40	Integrated pest management in vegetable corps	Eng., Hindi & Kannada	28.00	250.00	50.00
41	Green house production of Capsicum and Tomato	Eng., Hindi & Kannada	15.00	200.00	50.00
42	Quality vegetable Seedling production	Eng., Hindi & Kannada	15.00	200.00	50.00
43	Nursery Machinery ( Visuals)	-	15.00	200.00	50.00
45	Integrated management of nematodes in poly-house	English	8.00	100.00	50.00

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