



**KSSEM**  
K S SCHOOL OF ENGINEERING AND MANAGEMENT

Kammavari Sangham (R) 1952

**K. S. GROUP OF INSTITUTIONS**

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Approved by AICTE, New Delhi; Affiliated to VTU, Belagavi, Karnataka; Accredited by NAAC  
#15, Near Vajarahalli, Mallasandra, off kanakapura Road, Bengaluru – 560109

Tel: +91 8028425012/013/163, Fax: +91 80 28425164, Mob: 88844444408 / 9606055906

[www.kssem.edu.in](http://www.kssem.edu.in)

**“Organic Farming, Indian Agriculture (Past, Present &  
Future) Connectivity for Marketing”**

On

**5<sup>th</sup> August 2023**

by

**KSSEM, Bengaluru - 560109**

Association with



**NATIONAL SERVICE SCHEME (NSS)**

**K.S. School of Engineering and Management**

**Bengaluru - 560109**



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The NSS Cell of KSSEM Conducted **Organic Farming, Indian Agriculture (Past, Present & Future) Connectivity for Marketing** on **5/08/2023** at **Art of Living, Bengaluru**. The NSS Students of Electronics and Communication Engineering participated with great enthusiasm.

We conducted the event with great help by our Management, R. Rajagopal Naidu, President, KSGI, R. Leela Shankar Rao, Secretary, KSGI, T Neerajakshulu Naidu, Treasurer, KSGI, Dr. KVA Balaji, CEO, KSGI, Dr. K. Rama Narasimha, Principal/ Director, KSSEM, Dr. Senthil Babu, Professor & Head, Electronics and Communication Engineering and NSS Faculty coordinators.

The primary objective of NSS Programme was to educate the students about the main principles and practices of organic food production are to inspire and enhance biological cycles in the farming system, keep and enhance deep-rooted soil fertility, reduce all types of pollution, evade the application of pesticides and synthetic fertilizers, conserve genetic diversity in food.

The NSS students assembled at 9am at the KSSEM campus, where they were divided into six groups, each designated for different activities. Students left the college by bus at 9.30am and reach the Art of Living at 10.15am. The students were warmly welcomed by the authorities and staff of Art of Living. Then students are educated on following.

- Educating on different breeds of cows
- Cleaning
- Teaching on Organic Farming
- Marketing



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## Educating on different breeds of cows

There are many different breeds of cows are grown in the Art of Living. They taught our students about different variety breeds of cows. Namely Gir, Red Sindhi, Sahiwal, Hallikar, Amritmahal, Khillari, Bargur, Pulikulam, Tharparkar, Kankrej, Rathi Cow, Tharparkar Cow and many more.

### Gir cow

Gir cattle are indigenous to the Gir hills and forests of Kathiawar. The Gujarat districts of Amreli, Bhavnagar, Junagadh, and Rajkot are included. The breed gets its name from the Gir forest, which is the breed's natural habitat. In different parts of their breeding tract, the breed is also known by other names. Bhodali, Gujarati, Sorthi, Surti, Kathiawari, and Desan are some examples.

### Sahiwal Cow

The Sahiwal cattle breed originated in undivided India's Montgomery region (now in Pakistan). Lola, Lambi Bar, Teli, Montgomery, and Multani are some other names for this cattle breed. The best indigenous dairy breed in the country is Sahiwal. Sahiwal milk yields between 1400 and 2500 kilograms per lactation on average. Many parts of India, including Haryana, Punjab, Delhi, and Uttar Pradesh, have it.

Sahiwal is a reddish brown to red color with varying amounts of white on the neck and underline. The color darkens towards the head, neck, legs, and tail of male breeds. This breed is also known for having droopy ears. The hump is quite large in males, but it is negligible in females. So that's why Sahiwal cow is the #2 best cow breed in india.

### Red Sindhi Cow

The majority of red Sindhis live in the neighboring Pakistani districts of Karachi and Hyderabad. Sindhi and Red Karachi are other names for it. This cattle breed's body color is primarily red, with shades ranging from dark to light red and white stripes.



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Its milk yield varies between 1100 and 2600 kilograms. Red Sindhi is popular in crossbreeding programs. So that's why Red sindhi cow is the #3 best cow breed in india.

### **Kankrej Cow**

Kankrej cattle are a Zebu cattle breed. They originated in the Kankrej Taluka of the Banaskantha district of Gujarat, India. And the breed gets its name from its native land, Kankrej. Kankrej cattle have a short face, a broad forehead, and a slightly dished center. Their nose is slightly turned up.

The hump, forequarters, and hindquarters of bulls are darker than the barrel. They have lyre-shaped, powerful horns. In addition, their horns are skinnier than those of other breeds. Kankrej cows produce an average of 1738 kg over a lactation period ranging from 257 to 350 days.

### **Tharparkar Cow**

Tharparkar is one of India's top five milking cattle. It is a dual-purpose cattle breed that is disease resistant. Thar is derived from Thul, the general term for the region of the sand, and Parkar means "to cross over" in Arabic. The region was previously known as Thar and Parkar, but Thar and Parkar were later combined into one word.

The breed is also known as "White Sindhi," "Cutchi," and "Thari," depending on where it originated. Tharparkar cattle are medium-sized with lyre-shaped horns. Their skin tone is white/light gray. The bullocks can be used for plowing and casting. Furthermore, it produces 1800 to 2600 kilograms of milk per lactation. So that's why Tharparkar cow is the #8 best cow breed in india.





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## Cleaning the Area

The students have cleaned the area of the cows where they sit and sleep. The students have collected the cow dung and put it on the tractor, it helps to prevent the mosquitoes and other creatures.

Hygiene of the cows, directly linked with environment hygiene, is of great importance in mastitis control and prevention. Again with the prevention of a build up of mastitis pathogens in mind, it is important to keep dry cow pens as clean as possible.







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### Teaching on Organic Farming and Marketing

Organic agriculture can be defined as "an integrated farming system that strives for sustainability, the enhancement of soil fertility and biological diversity while, with rare exceptions, prohibiting synthetic pesticides, antibiotics, synthetic fertilizers, genetically modified organisms, and growth hormones.

organic farming, sustainable agricultural system that uses ecologically based pest controls and biological fertilizers derived largely from animal and plant wastes and nitrogen-fixing cover crops. Modern organic farming was developed as a response to the environmental harm caused by the use of chemical pesticides and synthetic fertilizers in conventional agriculture, and it has numerous ecological benefits.



*Manoharkumar K N*  
NSS Programme Officer

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# National Sports & Physical Fitness Board

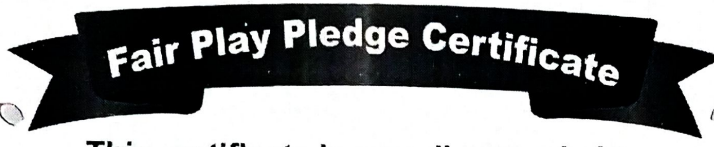
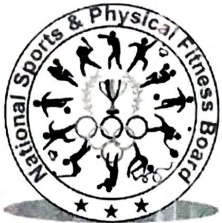
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