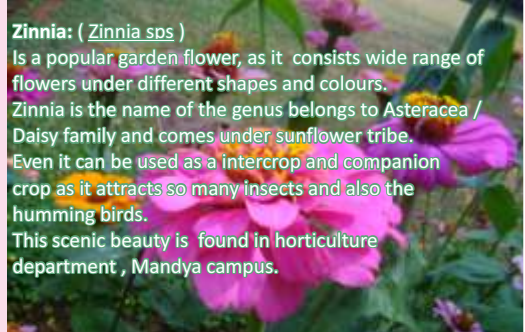




HOT

News letter from HOT agri journalism students

Zinnia: (Zinnia sps)
Is a popular garden flower, as it consists wide range of flowers under different shapes and colours. Zinnia is the name of the genus belongs to Asteracea / Daisy family and comes under sunflower tribe. Even it can be used as an intercrop and companion crop as it attracts so many insects and also the humming birds. This scenic beauty is found in horticulture department , Mandya campus.



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Messages



I am happy to know that the final year B.Sc(Ag) students of Mandya campus who are undergoing Hands on Training (HoT) course on Agricultural Journalism at GKVK Campus are bringing campus newsletter "HOT EYES" as a part of their course work to learn the skills of journalism like printing, editing, composing, designing etc., under the guidance of course teachers. I came to know that this newsletter has special features of lush green Mandya campus and have captured the activities of the campus with colourful photos. Hope this newsletter will motivate other to take up such innovative activities in the campus as a regular feature in the days to come.

Dr. H. Shivanna
Vice-Chancellor



I am extremely happy to note that final year BSc.(Agri) students of Mandya campus who are undergoing Hands on Training (HOT) on Agricultural Journalism course in the GKVK

campus are bringing out the newsletter "HOT EYES" as a part of their practical learning and to showcase their talents , besides developing journalistic skill and views among students . I heartily congratulate students and the course teachers for bringing out this newsletter with relevance to Mandya campus. Hope lush green environment of Mandya campus will add value to "HOT EYES'.

Dr. Pandurange Gowda
Dean



It gives me immense pleasure to note that our college students are bringing out 'HOT EYES NEWSLETTER' as part of their HoT course in Agricultural Journalism. The kind of articles in different sections gives me a sense of pride that our students and

teachers mentoring them in journalism possess creative potential and original thinking in ample measures. I applaud the contributors of articles for their stimulated thoughts and varied hues in articles contributed by them. Commendable job has also been done by the Editorial Board in planning for and producing the newsletter. My congratulations to the team who took the responsibility for the arduous task most effectively. Wishing all my students the best in their ventures, efforts and careers.

Dr. Lohiteshwara ADSW

CAMPUS SURVEY: MANDYA CAMPUS SURVEY ON SOCIAL MEDIA



As the world is getting digitalized , smartphone in hand has become today's trend. So Agriculture journalism students of Mandya campus conducted campus study on social media usage among the students of students of Mandya campus with 120 respondents comprising PG, UG & Diploma students.

Study reveals that 60% of students use smartphone of which 72% are from rural background. Out of them Facebook(61%), What's

app(59%), were used predominantly, followed by youtube(34%), Hike(28%) etc.,. These sites were majorly used for sharing photos(63%), texting(58%), followed by educational purpose(51%).With respect to frequency of usage 37% viewed these sites daily out of which 32% spent ½-1 hr in a day. Regarding timing of usage 31% users felt evening hours was convenient & none of the respondents used it during class hours. With regard to money spent on these media 20% users spent Rs.0-50/month on data package for mobiles. Whereas 83% respondents opted for free Wi-Fi access in campus.

Regarding respondents opinion on advantages of social media 30% felt it was good source of information, 21% felt it as educational . Regarding disadvantages 60% felt it was waste of time, 17% felt it reduced their concentration & 5% opined that there is for no disadvantage from these sites.

Editors Desk

The third issue of HOT EYES is prepared exclusively by the students of Mandya Campus as a part of their course activity to learn more about skills on writing, editing, printing and publishing. These students came all the way from Mandya to GKVK campus to empower themselves in the upcoming field of

journalism. I hope the students have succeeded in capturing the serene beauty of the campus with meaningful information and unique interview of IAS officer who sprouted in the evergreen campus. Newsletter has also made an attempt to know the usage of social media in Mandya campus which has heavily attracted the younger generation in the current era of ICT. Since, this effort is a part of their learning experience in the course, which no doubt needs some more refinements and your valuable suggestions. Hope this newsletter "HOT EYES" may become regular partner of Mandya campus in days to come.



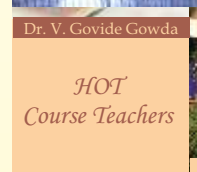
Dr. K. P. RaghuPrasad



Dr. V. Govide Gowda



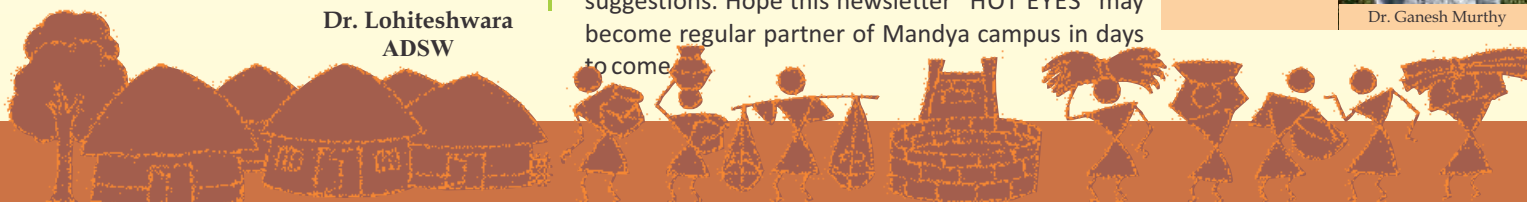
Dr. M. T. Lakshminarayan



HOT Course Teachers



Dr. Ganesh Murthy



Campus Events

Visit to Venkatappa Art gallery!!!
At Jayaram's, "Krishi Pandita" awardee exemplary farm..
Guest lecture by Shreenath Deekshith and Shree Yatish Kumar on writing articles!!!



EXCELLENCE CONTINUES.....

"Within the limited space of newsletter there was interesting, impressive & informative information brought about" were the words describing our news letter "HOT EYES" by the Dean Dr.H. Khader Khan while releasing the second edition of news letter. The Dean Student Welfare Dr.V.C. Reddy encouraged the students to bring in more professionalism & specificity in the newsletter. Sri Yatish Kumar, Senior Assistant Editor of Prajavani, Bengaluru inspired us to reach great heights in writing and develop passion towards it. He stressed about the usage of simple and understandable language for the farmers and readers.

World soil day...05/12/2014

Soil is life for agriculture, it is our concern to conserve this resource for the future generations.

'World soil day' is celebrated meaningfully in our college, in connection with the celebrations, a mini-exhibition was organized by the students and staff of department of Soil Science and Agricultural Chemistry to create awareness on the need for soil conservation in present agricultural scenario.



SWACH BHARATH



On 21st January, the SWACH BHARATH campaign was organized at V.C. Farm, Mandya. The NSS unit of college took lead in conducting this event.

The Dean (agri) COA, V.C. Farm, Mandya Dr. K.T. Pandurang Gowda inaugurated the campaign and addressed the students, teaching and non-teaching staff about the importance of SWACH BHARATH as it was the dream of Gandhiji's "CLEAN INDIA" and call of PM of the nation.

The ADSW DR. Lohithashwa informed students, teaching and non-teaching faculty to work at least for 2 hours a week to maintain hygiene in the campus.

The teaching and non-teaching staff grouped into different batches to clean the campus with real spirit and patriotism...



"ಸಕ್ಕರೆ ನಾಡಿನಲ್ಲಿ ಕರುನಾಡ ಹಬ್ಬ"
 ಸಕ್ಕರೆ ನಗರಿ ಮಂಡ್ಯ ನಮ್ಮ ಹೆಮ್ಮೆಯ ಕನ್ನಡ ಮಾತೆಯ ತವರೂರಿದ್ದಂತೆ. ವಿ.ಸಿ.ಫಾರಂ ಕೃಷಿ ಕಾಲೇಜಿನ ಆವರಣದಲ್ಲಿ ಜರುಗಿದ ಈ ಸಾಲಿನ ರಾಜ್ಯೋತ್ಸವ ಸಮಾರಂಭ ಕೇವಲ ದ್ವಜಾರೋಹಣಕ್ಕೆ ಮಾತ್ರ ಸೀಮಿತವಾಗದೆ, ಕನ್ನಡ ನಾಡು ನುಡಿಯ ಸ್ಮರಣೆಗೆ ಸಾಕ್ಷಿಯಾಗಿತ್ತು.



"ಕನ್ನಡರಾಜ್ಯೋತ್ಸವ ಅಚರಣೆ" (ನವೆಂಬರ್ 17-2014)

ಈ ಕಾರ್ಯಕ್ರಮದ ಮುಖ್ಯ ಅತಿಥಿಗಳಾಗಿದ್ದ ಶ್ರೀಯುತ ನಿತ್ಯಾನಂದ ವಿವೇಕವಂಶಿ ಖ್ಯಾತ ಬರಹಗಾರರು ಹಾಗೂ ವಾಗ್ಮಿಗಳು ಸಭೆಯನ್ನು ಉದ್ದೇಶಿಸಿ ಭಾರತ ಮಾತೆಯ ಮಡಿಲಲ್ಲಿ ಅಡಗಿರುವಂತಹ ಹಿಂದೂ ನಾಗರಿಕತೆಯಿಂದ ಹಿಡಿದು ಆಧುನಿಕ ಯುಗದವರೆಗಿನ ಶ್ರೀಮಂತ ಪರಂಪರೆಯನ್ನು ಎಳೆ-ಎಳೆಯಾಗಿ ಬಿಚ್ಚಿಡುವ ಮೂಲಕ ಹಲವಾರು ವಿಚಾರಗಳನ್ನು ತಿಳಿಸಿಕೊಟ್ಟರು. ಮುಂದುವರೆದು ಮಾತನಾಡುತ್ತಾ ಕನ್ನಡ ಭಾಷೆಯ ಉಗಮ, ಕನ್ನಡ ಪರ ಚಳುವಳಿಗಳು, ಕನ್ನಡಕ್ಕೆ ಶಾಸ್ತ್ರೀಯ ಸ್ಥಾನ-ಮಾನ ದೊರಕುವುದಕ್ಕಾಗಿ ದುಡಿದ ವ್ಯಕ್ತಿಗಳು, ಕರ್ನಾಟಕದ ಏಕೀಕರಣದಲ್ಲಿ ದೇವರಾಜ ಅರಸುರವರ ಪಾತ್ರ ಹಾಗೂ ಕನ್ನಡಿಗರ ಇಂದಿನ ಪರಿಸ್ಥಿತಿ(ಸ್ಥಿತಿ-ಗತಿ) ಕುರಿತು ಮನವರಿಕೆ ಮಾಡಿಕೊಟ್ಟರು. ಇದೊಂದು ಅಪರೂಪದ ಕಾರ್ಯಕ್ರಮವಾಗಿದ್ದು ಅದರಲ್ಲೂ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಕನ್ನಡ ಪ್ರೀತಿಯನ್ನು ಇಮ್ಮಡಿಗೊಳಿಸುವಲ್ಲಿ ಯಶಸ್ವಿಯಾಗಿತ್ತು.

ದಿನಪತ್ರಿಕೆ	ಪುರವಣಿ ಶೀರ್ಷಿಕೆ	ವಾರ
ಪ್ರಜಾವಾಣಿ	ಕೃಷಿ	ಮಂಗಳವಾರ
ವಿಜಯಕರ್ನಾಟಕ	ಕೃಷಿ ವಿಜಯ	ಬುಧವಾರ
ಉದಯವಾಣಿ	ಕಣಜ	ಸೋಮವಾರ
ವಿಜಯವಾಣಿ	ಸುಗ್ಗಿ	ಸೋಮವಾರ
ಕನ್ನಡಪ್ರಭ	ಮುಂಗಾರು	ಗುರುವಾರ
THE HINDU	Farmer's notebook	Thursday
ವಾಹಿನಿ	ಕಾರ್ಯಕ್ರಮ	ಸಮಯ
ದೂರದರ್ಶನ	ಕೃಷಿ ದರ್ಶನ	5:30-6:00 (ಸಂಜೆ)
ಆಕಾಶವಾಣಿ	ರೈತರಿಗೆ ಸಲಹೆ	6:45(ಬೆಳಿಗ್ಗೆ)
ಆಕಾಶವಾಣಿ	ಕಿಸಾನ ವಾಣಿ	6:50(ಬೆಳಿಗ್ಗೆ)

ರಾವೇ ನಿನಪು



ನಮ್ಮ ಸಕ್ಕರೆ ನಾಡಿನ ಸೊಗಡನ್ನು ಮತ್ತಷ್ಟು ಹೆಚ್ಚಿಸುವಲ್ಲಿ ತಲೆತಲಾಂತರದಿಂದ ಉಳಿಸಿ ಬೆಳೆಸಿಕೊಂಡು ಬಂದಿರುವ ಗ್ರಾಮೀಣ ಕ್ರೀಡೆಗಳ ಪಾತ್ರ ಹಿಂದು!!! ಯುವಕರು ಮಕ್ಕಳನ್ನದೆ ಮೈಗಲ್ಲ ಕೆಸರುಮೆತ್ತಿಕೊಂಡು ಎದ್ದುಬಿದ್ದು ಓಡೋ ಆಟವೇ "ಕೆಸರುಗದ್ದೆ ಓಟ". ಹಾಗೂ ಕೆಸರುಗದ್ದೆಯಲ್ಲಿ ನಿಂತು ಬಲಪ್ರದರ್ಶನ ಮಾಡುವ ಮೂಲಕ ಸರ್ಧಿಗಳ ನಡುವೆ ಕೆಚ್ಚೇರಿಸುವ ಆಟವೇ "ಹಗ್ಗ-ಜಗ್ಗಟ". ಗ್ರಾಮೀಣ ಕ್ರೀಡೆಯನ್ನು ಉಳಿಸಿ ಬೆಳೆಸುವ ದೃಷ್ಟಿಯಿಂದ ಈ ಕ್ರೀಡೆಯನ್ನು ಕೃಷಿಕ ಲಯನ್ ಸಂಸ್ಥೆ, ಮಂಡ್ಯ ಮತ್ತು ಸ್ವಾಮಿ ವಿವೇಕಾನಂದ ಸಾಂಸ್ಕೃತಿಕ ಮತ್ತು ಕ್ರೀಡಾ ಸಂಘ(ರಿ), ಮದ್ದೂರು ಸಹಯೋಗದೊಂದಿಗೆ "ಗ್ರಾಮೀಣ ಕ್ರೀಡೋತ್ಸವ-2014" ಅನ್ನು 3 ಸೆಪ್ಟೆಂಬರ್, 2014 ರಂದು ಮದ್ದೂರು ತಾಲ್ಲೂಕಿನ ದೇಶಹಳ್ಳಿ ಗ್ರಾಮದಲ್ಲಿ ಆಯೋಜಿಸಿದ್ದರು. ಈ ಜಿಲ್ಲಾಮಟ್ಟದ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಕೃಷಿ ಕಾಲೇಜಿನ ರಾವೆ ಶಿಬಿರಾಧಿಗಳು ಭಾಗವಹಿಸಿ, ಹಗ್ಗ-ಜಗ್ಗಟದಲ್ಲಿ ಮೊದಲನೇ ಸ್ಥಾನ ಹಾಗೂ ಕೆಸರುಗದ್ದೆ ಓಟದಲ್ಲಿ ಎರಡನೇ ಮತ್ತು ಮೂರನೇ ಸ್ಥಾನ ಪಡೆದು ವಿಜೇತರಾಗಿ 6000ರೂ/- ನಗದು ಬಹುಮಾನವನ್ನು ಗಳಿಸಿದರು. ಆ ಮನೋಹರ ಆಟವು ನೋಡುವವರ ಕಣ್ಣಿಗೆ ಕೆಸರಿನ ಲೋಕದ ಹಬ್ಬವನ್ನು ಸೃಷ್ಟಿಸಿತ್ತು. ಇನ್ನೂ ಆಟವಾಡಿದ ಸ್ಪರ್ಧಿಗಳಿಗೂ ಭಾರಿಯೇ ಗಮ್ತಾಗಿತ್ತು. ಹಳ್ಳಿಜನರಲ್ಲಿ ಭಾವೈಕ್ಯತೆ ಮೂಡಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಈ ಕ್ರೀಡೆ ಸಹಕಾರಿಯಾಗಿದ್ದು ಹಿರಿಯರು ಕಿರಿಯರೆನ್ನದೆ ಎಲ್ಲರೂ ಈ ಆಟದಲ್ಲಿ ಪಾಲ್ಗೊಂಡಿದ್ದು ವಿಶೇಷವಾಗಿತ್ತು.



CYCLE: Rides the life

Online interview:

Mr Rajesh Marigowda revealed his background as like a rainbow, had all shades of primary, secondary and tertiary colours depicting typical rural life. Born to Gowamma and Marigowda on 11th of March 1985 at Anasolu (Basaralu Hobali, Mandya District) in a primarily typical Mandya farming family. Early life was devoid of any dreams of becoming an Engineer or Doctor or a Civil servant.

Education – Studied in Kannada medium from up to 7th and English medium thereof which was a sort of blunder.

1. What motivated you to opt for IFS?

To be frank I do not know. But patriotism and

works of Sir MVishweshwarayya and K V Shankaregowda (though they had few things related to IFS) did influence me.

2. What are the optional subjects chosen by you?

Agriculture and botany

3. Mode of preparation for examination?

As I was pursuing PhD studies in IARI New Delhi. I was getting to prepare hardly less than 4 to 5 hours a day without attending any coaching class.

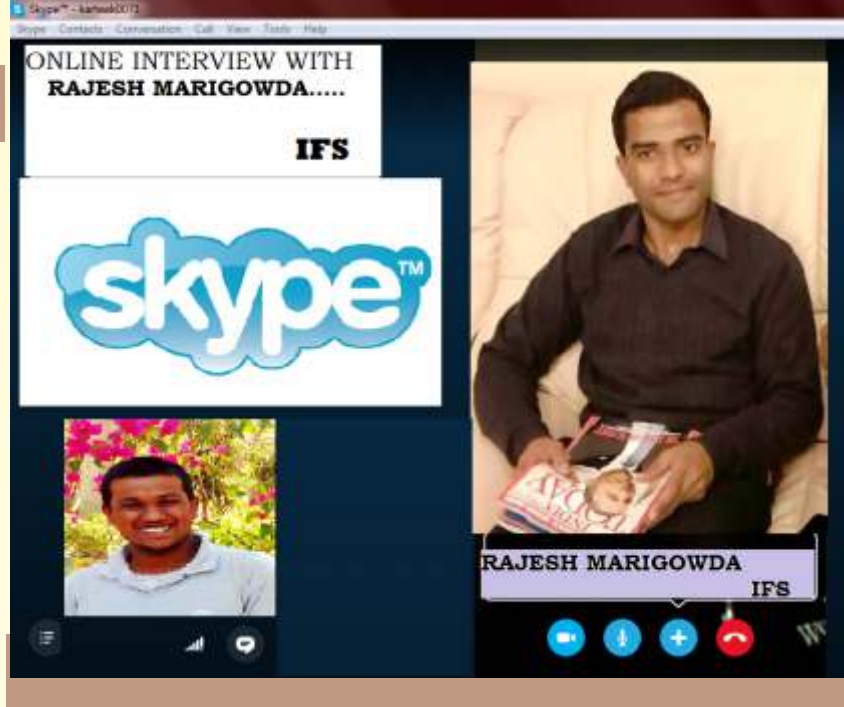
4. How agriculture course and Mandya campus influenced you?

Agriculture students in my view are blessed lot when it comes to range of subjects we study from biology, statistics, and sociology to economics. It helped a lot. Do not ignore any subject. Every piece of information is useful in civil services.

Since last decade Mandya campus has carved its own niche in agricultural research education and helping students in preparation for competitive exams.

5. Your vision as an IFS officer.

Topreserve our rich natural and associated cultural heritage and use of forestry to alleviate poverty.



Thought for AgriCos
I Had rather be on
my farm than be emperor
of the world
- George Washington.

The Indian pond heron

The Indian pond heron commonly called paddy bird (*Ardeola grayii*) is a small heron of old world origins found in wet lands mainly on ponds and paddy fields.

The scenic beauty of it was found in MANDYA V.C FARM campus, paddy field.

The bird appears stocky with a short neck short thick bill and buff brown back. In summer adults have long neck and feathers. Its appearance is transformed into dull colours where they take to flight the white colour of wings make them very prominent. During breeding season, the individuals are recorded with red legs with attractive body colours.

Their common flight was so excellent that they can be approached closely before they take flight, a behaviour which has resulted in folk names and beliefs that the birds are short sighted or blind.

Birds were really very silent, also nocturnal but makes harsh croak when flushed or nearer their nests.

The primary food of these birds are crustaceans aquatic insects. Out side in wet lands especially in mid tillering stage of paddy field they eat some insects also. Hence they are farmers friendly.

