

The Communication Centre of the University implements the Village Adoption Programme. This programme has helped to establish a close liaison between research personnel and farmers providing feed back of field problems for carrying out further research and to test the suitability and profitability of new technology under field conditions. The adopted villages function as the field laboratories of the University Front-line Demonstrations and Adaptive trials/farm trials are conducted in these villages.

'Farm Clinics' have also been established as part of the village adoption programme. The programme is implemented by all the research stations and constituent colleges of the University by adopting a village adjacent to the station/college.

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