

## ICAR-NAARM Observes Parthenium Awareness Week -2024

**22-8-24**

The 19<sup>th</sup> *Parthenium* Awareness Week was observed at ICAR-National Academy of Agricultural Research Management, Hyderabad during 16-22 August 2024. Several activities intended to create awareness about the parthenium menace and ways of eradicating it through community based approaches were taken up and the banners & posters displayed in the campus. Parthenium Awareness program commenced with on-site informal lectures and discussions on historical background of emergence and spread of parthenium in the country. Its Typical characteristics of parthenium, particularly its seed (small in size light in weight large in number and with long viability) facilitating its wide spread. It is a very problematic weed adversely affecting not only agricultural fields but also rail track & road sides, campuses of educational institutions etc. As part of the program, staff members, contractual workers, campus residents and farm staff have actively participated in removal of *Parthenium* weed in premises of the academy's campus, particularly areas of fruit orchards, guest house, residential colony, place of worship etc. during the week.

On concluding day i.e. on 22nd August 2024, the Chairman of the Committee Dr. D. Damodar Reddy presented a brief account of various activities take up during the week and stressed the need for 'cut-at-sight' approach for effective parthenium eradication. Dr V Ramasubramanian, JD (Acting) highlighted the human and animal health hazards caused by Parthenium weed, while seeking active participation of everyone to control this dangerous weed. While addressing the staff on the occasion, Dr. Ch. Srinivasa Rao, Director, ICAR-NAARM presented a comprehensive picture of Parthenium weed and extent of harm it causes to agriculture productivity and human health. He called upon the staff members to actively pursue 'Parthenium Eradication' as an important activity under Swachh Bharat Abhiyan and ensure 'Parthinium-free Campus' of the Academy. Finally, the parthenium awareness week was concluded with Sh. Laxman Ahire proposing vote of thanks to the Director and all other participating staff.

