

## Report on the Observance of Parthenium Awareness Week 2026

**Venue:** Purba Medinipur KVK Campus

**Date:** 16<sup>th</sup> - 22<sup>nd</sup> August 2026

Purba Medinipur Krishi Vigyan Kendra is observing Parthenium Awareness Week from 16<sup>th</sup> August to 22<sup>nd</sup> August 2026 at its campus. The programme aims to create awareness among farmers, farm women, students and rural youth about the harmful effects of *Parthenium hysterophorus*, locally known as “Congress grass,” and to promote safe, effective and eco-friendly management practices.

### Participation

Farmers, farm women, students and rural youth participated in the awareness programme and actively took part in the different awareness and demonstration activities organized during the week.

### Officials Present

The programme was conducted with the participation and guidance of KVK officials and representatives from relevant Line Departments. Technical guidance was provided to the participants regarding the identification, harmful effects and integrated management of *Parthenium hysterophorus*.

### Programme Highlights

- Awareness sessions were conducted to educate participants on the invasive nature of Parthenium, its harmful impact on crop productivity, soil health, livestock, and human health (skin allergy, asthma, and dermatitis).
- Demonstrations were organized on different management practices including:
  - Mechanical uprooting and safe disposal of Parthenium weeds.
  - Utilization of uprooted biomass through composting methods.
  - Introduction of biological control measures using *Zygogramma bicolorata*, a bio-control beetle effective in suppressing Parthenium growth.
- Posters, leaflets, and interactive discussions helped spread the message effectively among participants.
- Students and rural youth actively participated in awareness rallies held within the campus, raising slogans against the spread of Parthenium.

The week-long observance enhanced the awareness of farming communities on the urgent need to control Parthenium infestation. Farmers took a pledge to keep their fields, homesteads, and community areas free from this invasive weed.

The observance of Parthenium Awareness Week at Purba Medinipur KVK not only educated participants but also motivated them to take up collective action for safe, eco-friendly, and sustainable management of Parthenium, thereby contributing to healthy farming and a clean environment.



