



Tamil Nadu Agricultural University
Coimbatore – 641 003



Dr. M. Rajavel, Ph.D.,
Public Relations Officer
Mobile: 94890 56730

Phone: 0422 - 6611302
Fax: 0422 – 2431821
E-mail: pro@tnau.ac.in

To
The Editor,
Sir,

Date: 21.08.2024

I request that the following message may kindly be published in your esteemed daily:

Parthenium awareness programme to the farmers of Palladam Taluk

In continuation of the parthenium awareness week programmes started during 16th August, 2024, the weed control unit, Department of Agronomy, TNAU Coimbatore has organised an awareness campaign about parthenium, its ill effects and management among the farmers of Chithambalam pudur village of Palladam taluk on 21st August 2024.

In this event, the harmful effects of parthenium and its control measures were explained to the farmer beneficiaries. Also awareness on biological control of parthenium using Mexican beetles, composting technology of Parthenium and management of parthenium through integrated approaches *viz.*, cultural, chemical and biological means was created. The effective management of parthenium through regular monitoring and periodical removal of the Parthenium before flowering was emphasized by Dr. S. Radhamani, Professor (Agronomy) and Principal Investigator (AICRP-WM), Dr. C. Bharathi, Associate Professor (SS&AC), Department of Agronomy.

Public Relations Officer