



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: 17.08.2026

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

Awareness campaign on Parthenium management

Every year Parthenium Awareness Week is being observed from 16th to 22nd August by All India Coordinated Research Program on Weed Management at Department of Agronomy, Tamil Nadu Agricultural University, Coimbatore. This programme is sponsored by ICAR, Directorate of Weed Research, Jabalpur. Accordingly, awareness campaigns on the ill effects of Parthenium and its management are being conducted for various stakeholders like farmers, school and college students, farm labourers and sanitary workers.

The event was started on 16th August 2026 with an awareness campaign to the undergraduate students of Tamil Nadu Agricultural University and they were sensitized about Parthenium weed management.

The awareness campaign on Parthenium to farm workers was organized on 17th August 2026, at Eastern block farm, TNAU, Coimbatore. In this event, Dr. P.Rajkumar, Director (Crop management) in-charge, inaugurated and presided over the campaign. He emphasized the importance of Parthenium management and also the ill-effects caused by Parthenium. The Professor and Head, Department of Agronomy Dr.R.Krishnan delivered the keynote address on Parthenium and control measures such as cultural, chemical and biological methods of Parthenium management. During this event exhibition was organized on Parthenium spread and its dissemination, ill effects of Parthenium on human, livestock and yield loss and integrated Parthenium management

In addition, composting technology of Parthenium was also demonstrated to the farm workers. Dr.S. Radhamani, Professor (Agronomy) & Principal Investigator (AICRP-WM), Dr. A.Renukadevi, Associate Professor (Soil Science), Farm Professor and Farm managers, Assistant Agricultural officers, Senior research fellows working in the scheme have participated and conducted the event. The awareness campaigns will be organized up to 22nd August for various stakeholders at different locations.

Public Relations Officer