



Tamil Nadu Agricultural University

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To
The Editor,
Sir,

Date: 21.08.2026

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, 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.

In this connection, a programme was organized for school students to create awareness on the ill effects and management of Parthenium on 21st August 2026, at GKD Matriculation Higher Secondary School, Periyanaickenpalayam, Coimbatore. In this event, Dr V. K. Choudhary, Principal scientist & In-charge, All India Coordinated Research Program on Weed Management, ICAR, Directorate of Weed Research, Jabalpur participated and delivered a special lecture on Parthenium and its spread, ill effects to human and animal health and Integrated Parthenium Management. Further, Dr.R.Krishnan, Professor and Head, Department of Agronomy delivered the keynote address on Parthenium weed biology and ecology, its spread, control measures such as cultural, chemical and biological methods and effective ways to turn the invasive weed into nutrient rich organic manure.

In this event, an essay writing competition on the ill effects and management of Parthenium was held for the students and they were encouraged with certificates and prizes. In addition, an exhibition was organized in which the live specimens of Parthenium plants and the biological control agent mexican beetle *Zygogramma bicolorata* were displayed.

Dr.S. Radhamani, Professor (Agronomy) & Principal Investigator (AICRP-WM), Dr. A.Renukadevi, Associate Professor (Soil Science), Assistant Agricultural Officer and Senior Research Fellows working in the scheme have participated and conducted the event.

Mrs. Indra Ramesh, Principal and the teachers of GKD Matriculation Higher Secondary School have involved in conduct of the event. Students have actively participated and depicted the awareness messages through display of charts, painting, drawing and models to educate the communities about managing *Parthenium hysterophorus*, a highly invasive alien weed.

Public Relations Officer