

ICAR-NINFET organized Cardinal Programme on Mass Media Campaign of NINFET-Sathi under Azadi ka Amrit Mahotsav and Inaugural Ceremony of Nation Wide Campaign on Potential of Natural Fibre for Replacement of Single-use Plastic

*August 12, 2022, Kolkata*

ICAR- National Institute of Natural Fibre Engineering and Technology (ICAR-NINFET), Kolkata organized the Cardinal Programme on the Mass Media Campaign on the Accelerated Retting Technology using the formulation NINFET-Sathi<sup>®</sup> and inaugurated the Nation- wide Campaign on Potential of Natural Fibre for Replacement of Single-use Plastic on August 12, 2022. On this event around 150 participants including the farmers from various jute growing areas, representatives of industry, Institute, academia and media participated.

Sh. Moloy Chandan Chakraborty, IDAS, Jute Commissioner, Govt. of India, graced the programme as Chief Guest, applauded the Institute for its achievements in the area of natural fibres. He appreciated the efforts of the Institute for popularizing and providing NINFET-Sathi<sup>®</sup> getting technology among the jute farmers. He indicated future market prospects of NINFET-Sathi<sup>®</sup> in the jute-growing states of India. He emphasized the use of natural fibre and fibre-based products as the best alternative to handle pollution created by man-made fibres and plastics. He emphasized that here is huge opportunity for natural fibre-based products to create a sustainable environment for future generations.

Dr D. B. Shakyawar, Director, welcomed all the dignitaries and briefed about the institute achievements and future activities and its roadmap for exploring natural fibres as an alternative to single-use plastic. He highlighted the journey of the institute and its footprint impact on the livelihood of innumerable farmers and stakeholders by using the institute developed NINFET-Sathi<sup>®</sup> retting and other technologies.

Dr. Debasis Nag, Former Director of the Institute in his address, highlighted the role of the Institute, in reaching the institute's technology to the farmers' front. He also enlightened on various policies required for awareness and promotion of natural fibres for sustainable environment

Sh. Bikram Naskar, IMC member of the Institute appreciated the institute activities to reach the technologies to the lab to land.

A technical bulletin and few technology profiles were released on the occasion to propagate the institute technologies among the farmers and other stakeholders. A compendium on year-long activities under "Azadi ka Amrut Mahotsav" was also documented and released by the dignitaries.

On this occasion the scientists of the institute deliberated on the themes and interacted with the participants. MoUs were signed with the three Farmers Producer Companies (FPC) to extend the institute activities in the rural areas in a meaningful manner.



Dignitaries at the Dias



Audience



Release of Bulletin and Leaflets



Speech by Dr D B Shakyawar, Director