

21st Parthenium Awareness Week from August 16-22, 2026, organized by ICAR-NINFET

August 16-22, 2026, Kolkata:

ICAR-National Institute of Natural Fibre Engineering & Technology, Kolkata, organized the 21st Parthenium Awareness Week from 16-22 August 2026 and was coordinated by Dr. Nilimesh Mridha, Dr. Atul Singha, and Dr. Namrata Laskar. The event focused on educating farmers, researchers, and the general public on effective strategies to control Parthenium and mitigate its adverse effects.

The week-long program commenced with the display of banners and posters across the ICAR-NINFET campus, delivering essential information about Parthenium and the significance of its management. Throughout the week, ICAR-NINFET collaborated with local farmer-producer companies in North 24 Parganas and Nadia to conduct awareness programs directly in farmers' fields with live demonstrations and discussions on how to incorporate these practices into their regular farming activities. A "Swachh Abhiyan" was organized as part of the Swachh Bharat initiative, focusing on the physical removal of Parthenium from areas around the ICAR-NINFET campus. This campaign highlighted the importance of cleanliness and community involvement in weed management.

The awareness week concluded with a Valedictory Function on 22nd August 2026 at Kulghuti, Gaighata, North 24 Parganas. Dr. Atul Singha, Senior Scientist, QE&I Division, elaborated on the importance of this awareness week and the activities carried out in our Institute and farmers' fields and presented "Parthenium: Menaces & Remedies," offering an in-depth analysis of the weed's spread in India and the various control strategies available. The 21st Parthenium Awareness Week successfully reached a wide audience, combining educational programs, practical demonstrations, and community activities to encourage action against this invasive weed. ICAR-NINFET remains committed to continuing its efforts in Parthenium management and supporting sustainable agricultural practices nationwide.





Maraldanga, Gaighata, North 24 Parganas



Kulghuti, Gaighata, North 24 Parganas



Gontra, Nadia



Arbalda, Nadia



Valedictory Program at Kulghuti, Gaighata, North 24 Parganas



Demonstration during Valedictory Program at Kulghuti, Gaighata, North 24 Parganas