

## ICAR-Indian Institute of Sugarcane Research, Lucknow

### Launch of *Parthenium* Awareness Week (Aug. 16-22, 2024) by ICAR-Indian Institute of Sugarcane Research

The ICAR-Indian Institute of Sugarcane Research (IISR) has successfully concluded its *Parthenium* Awareness Week, which took place from August 16-22, 2024. The event commenced with a march past led by undergraduate and postgraduate students, staff members and residents who carried eye-catching slogans and messages from the Community center-IISR-Ikshupuricampus and back. This demonstration highlighted the issue of *Parthenium hysterophorus* to bring about awareness through involvement of community. In another drive, the staff members and students participated in a significant cleaning and uprooting of this invasive weed around G Block gate and KVK Lucknow.

The Awareness Week concluded with an expert talk/lecture on *Parthenium* by all the heads of divisions and Project Coordinator (Sugarcane). Dr. R. Vishwanathan, Director of ICAR-IISR, offered valuable insights into the challenges and strategies related to *Parthenium* control. The week long program was coordinated by Dr. V.P. Singh, Head of Crop Production, which included discussions on the ecological and economic impacts of *Parthenium*, effective management techniques, and the essential role of community involvement. This successful initiative underscores ICAR-IISR's ongoing commitment to environmental sustainability and public education, aiming to combat the spread of *Parthenium* through informed and collaborative efforts.







