

7.1.6 BEYOND THE CAMPUS ENVIRONMENTAL PROMOTIONAL ACTIVITIES



Directorate of Extension

Sardar Vallabhbhai Patel University of Agriculture & Technology,
Meerut (U.P.)

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SVPUAT, Meerut is a green and clean campus and it promotes the same values and beliefs towards environmental consciousness beyond the campus in neighboring villages in and around western U.P. The University is engaged in various farmers centric activities beyond the SVPUAT Campus. The university promotes various environmental promotional activities for creating awareness among the stakeholders through trainings for Farmers and Farm women (OFF Campus), Natural Farming Interventions, Cluster Front Line Demonstrations on oilseeds and Pulses, Crop Residue Management Programs, Swachh Bharat Abhiyaan, Jal Shakti Abhiyaan, Parthenium Awareness Week, Meri Life (Life Style for Environment) Campaign and Van Mahotsav programme. The important days like World soil health day and World environmental day is also celebrated to promote awareness about environmental issues.

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Year 2019-20 to 2023-24

Title of Activity	Trainings for Farmers and Farm women (OFF Campus)
No. of Events	2208
Number of Beneficiaries	51182
Description of Event	Village level Off Campus training on Intercropping of vegetable in sugarcane, Aim of soil testing, Production technology for sugarcane, paddy, wheat; Plantation of Agro-forestry plants in different conditions, Seed production & collection of different Agro-forestry plants, Insect control in Agro-forestry plants etc.



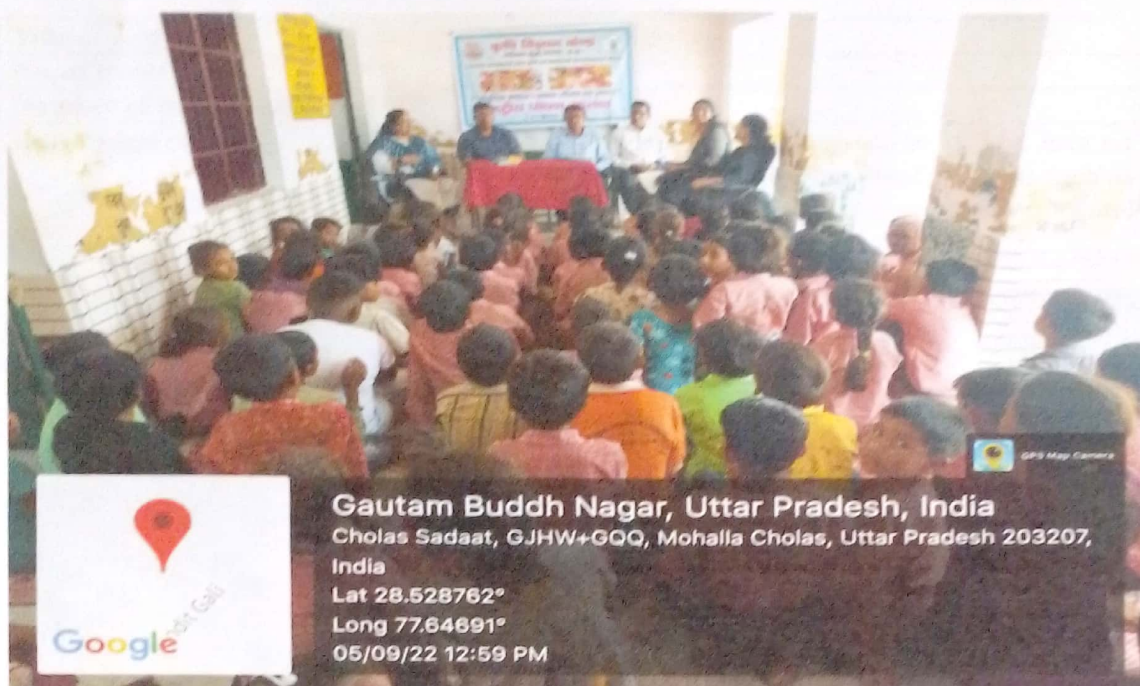
Aim of Soil testing, Date – 17.07.2019, Village - Khanpur



Technique of vermin and Nadep compost production, Date – 20.07.2021, Village –Kaniya

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Importance of Poshan Vatika



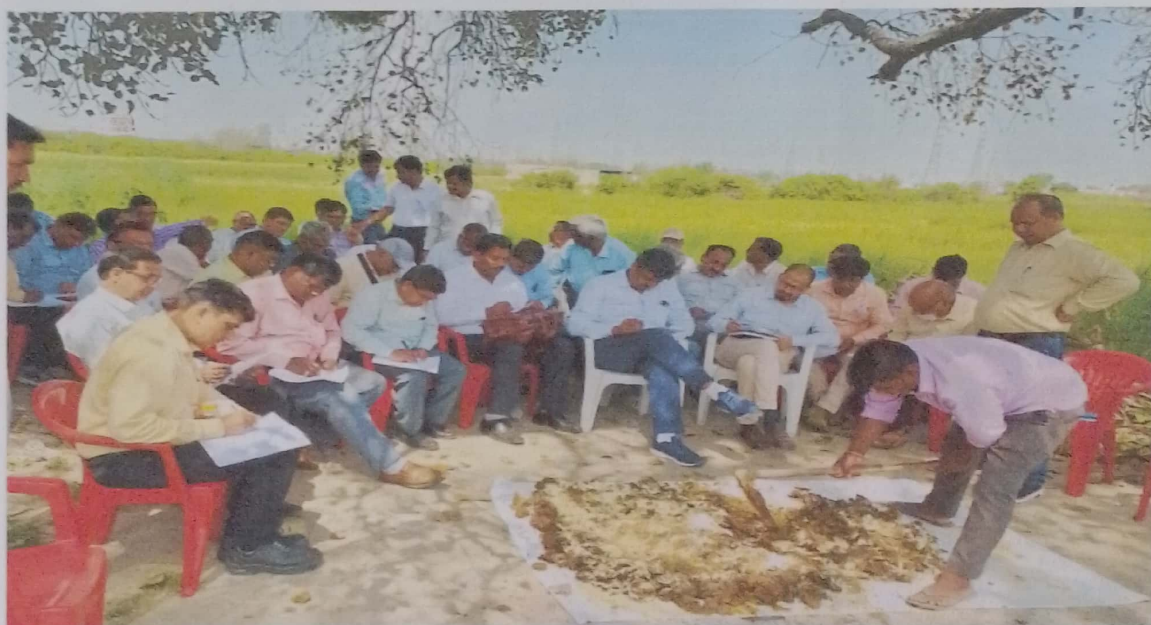
Insect control in Agro-forestry plants

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Year 2019-20 to 2023-24

Title of Activity	Natural Farming Interventions
No. of Events	100
Number of Beneficiaries	4062
Description of Event	Organized 60 trainings and 88 demonstration in 35.2 ha. area for preparation and use of various cow dung based products such as Jivamrit, Beejamrit, Dasparni Ark etc for promotion of Natural Farming.



Training of Natural Farming for Ext. Functionaries, Date – 30.07.2022, Meerut



Field Day on Natural Farming

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Training of Natural Farming for farmers

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Year 2019-20 to 2023-24

Title of Activity	Cluster Front Line Demonstrations on oilseeds and Pulses
No. of Events	4001.72 ha
Number of Beneficiaries	10345
Description of Event	Training and demonstration of improved varieties Sesamum (Shekhar, Ronak – 21,GJT-5 etc.), Mustard (RH 725,RH0749 and Pant Sweta etc.) and Blackgram(Vallabh urd and IPU13-1etc)Syabean (JS -2098 etc.).



Mustard – RH0749, Village – Khata, Date – 29.01.2019



FLD on Sesame – Shaker

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FLD on Mustard – RH 0749



FLD on Black gram – PU – 9

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Year 2019-20 to 2023-24

Title of Activity	Crop Residue Management Programs
No. of Events	728
Number of Beneficiaries	20384
Description of Event	Organized activities such as Training, Demonstrations, Field Days, exposure visits, Kisan Mela, Village/ Block level Awareness programs, Mobilized school and college students etc



One day school student awareness Prog. at Thanwla under CRM Project, dated 23.09.2019



Scientist and Farmers Interface at Village level, Village – Basulia, Date - 23.10.2020

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Field day, Village – Ladla (Muzaffarnagar), Date - 23.10.2021



FLD on Wheat under CRM

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Year 2019-20 to 2023-24

Title of Activity	Swatchh Bharat Abhiyaan
No. of Events	1447
Number of Beneficiaries	19959
Description of Event	Under this program undertaken Road, Drain cleaning, Garbage disposal and door to door awareness activities.



Awareness program, Dated - 02 Oct 2019, Moradabad



Swachhata Pledge, Dated -16 Dec. to 31 Dec. 2019, Sambhal

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Awareness program, Date –29.07.2020, Moradabad



Garbage disposal, Date – 15.08.2022, Meerut

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Office campus cleaning



Door to door awareness

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Success Story "Cleanliness is next to Godliness."

KVK – District Hapur

By KVK :Hapur
Babugarh, Hapur - 245201 Mob. No. 9410443028

Initiative taken by KVK

Sanitation is more important than independence - Mahatma Gandhi Cleanliness and sanitation are integral part of the Gandhian way of living. The mission was total sanitation for all. Environment is a place where humans, plants and animals live. Keeping it clean and neat is the responsibility of a person. It is necessary to keep our environment clean because we get fresh air, reduce pollution & chronic diseases in human being etc. Cleanliness is the most important way to prevent diseases. Cleanliness should be initiated in all the offices, schools, societies and colleges. Krishi Vigyan Kendra Hapur organized awareness programme on Swachhata Hi Sewa campaign on 15th Sept, 2023 to 02 Oct. 2023 at KVK campus, District Hapur & Village Atuta, Block – Simbawali – District Hapur which was actively participated by more than 26 students and teachers & 31 farmers.

Impact/Major Changes


- **Disposal of Solid Waste decomposable / Garbage** – Almost all household have got own garbage pit and the same has used to throw garbage. Villagers use to burn the garbage time to time and the ash used as compost & against insect. This resulted less use of fertilizer and also saving of money as well as environment.
- **Drinking Water**– In recent times, awareness level on drinking water has been increased. Purification of water is believed to be a preventive measure which decrease the possibility of water borne diseases. Boiling the water before consume is the most effective purification method used by most of villagers. Filter the water by using cotton cloths. It was observed that the abovementioned methods have helped in reducing the diseases like – Dairrhea, Typhoid and other water borne diseases.
- **Construction and Use of Toilet** – It was revealed by many that they do not need toilet because defecation in the open became habit. Non-availability of water or insufficient water was found another reason why some people do not use toilet. Moreover, water sources are located away from the household. Some of the participants said that cleaning the tank is very difficult because few people are available who do this work
 - Dignity of women has been built up.
 - Prevention from diseases like dysentery and malaria.
 - Increase in saving due to less expenditure on treatment of diseases. - Got freedom from fear of wild animals.
 - Overall, cleanliness in the village/city & maintain eco-friendly environment.
- **Disposal of Waste Water** - During last one-year number of soak pits, individual as well as community level, have been constructed. to drain the waste water.
 - No water accumulation on road and around the water source.
 - Amount of mosquitos and housefly reduced.
 - Prevention of discuses resulted increase in saving.
 - Mutual relation among the villagers secured.
- **Horizontal spread of cleanliness & sanitation –**

Sr. no.	Awareness Programme organized	No. of villag	No. of schools
1	Save drinking water	05	05
2	Disposal of Solid Waste decomposable / Garbage	08	08
3	Construction and use of Toilet	07	07



Awareness programme on Cleanliness

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Year 2019-20 to 2023-24

Title of Activity	Jal Shakti Abhiyaan
No. of Events	24
Number of Beneficiaries	2662
Description of Event	Organized training on micro-irrigation techniques, awareness programs for school students, Kisan Mela and door to door awareness programs for farmers



Kisan Mela, Exhibition & Kisan Gosthi at Bilari, Moradabad, Date – 03.09.2019



Kisan Gosthi at Junawai (Sambhal), Date – 13.08.2019

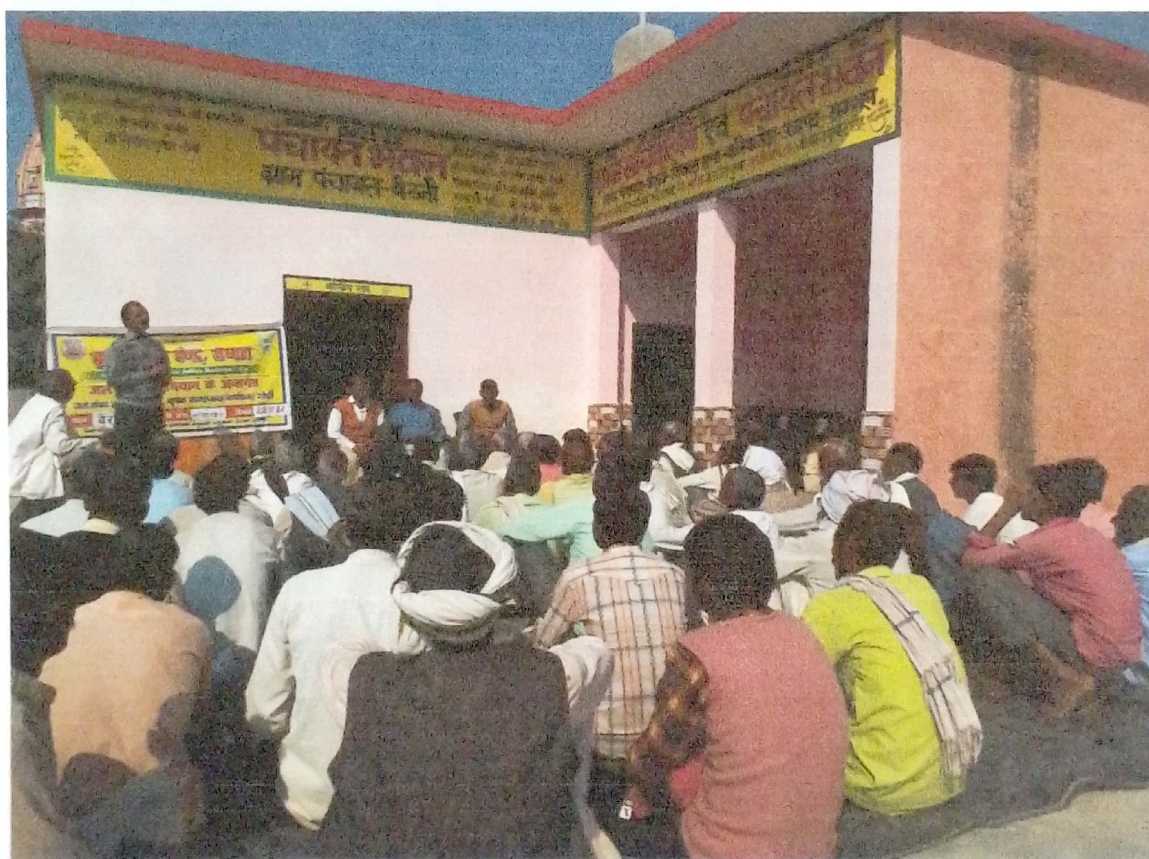
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Kisan Gosthi at Bulandshahr Date – 21.10.2019



Awareness Program/Gosthi to farmers on water harvesting and conservation under Jal Shakti Abhiyan at Berni (Sambhal) Date – 22 Nov. 2022

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Year 2019-20 to 2023-24

Title of Activity	Plantation campaign& Van Mahotsav
Target of Plantation	111,330
Plantation of trees	128,635
Description of Event	Organized Awareness among community about planting trees and conserve forest, Plant more and more trees, awareness among participants regarding increasing pollution and environmental degradation etc.



Vrahad Vraksha Ropan & Gosthi at Sambhal Date – 17 Sept. 2019



Plantation under Poshan Mah at Badaun Date – 17 Sept.2020

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Plant distribution under Poshan Vatika at Hapur, Date – 17 Sept. 2021



Plantation at Badaun, Date – 17 Sept. 2022

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Hon'ble VC Plantation at Amroha, Date – 30 Sept. 2023



Plant distribution under PoshanVatika at Shamli, Date – 24 July, 2023

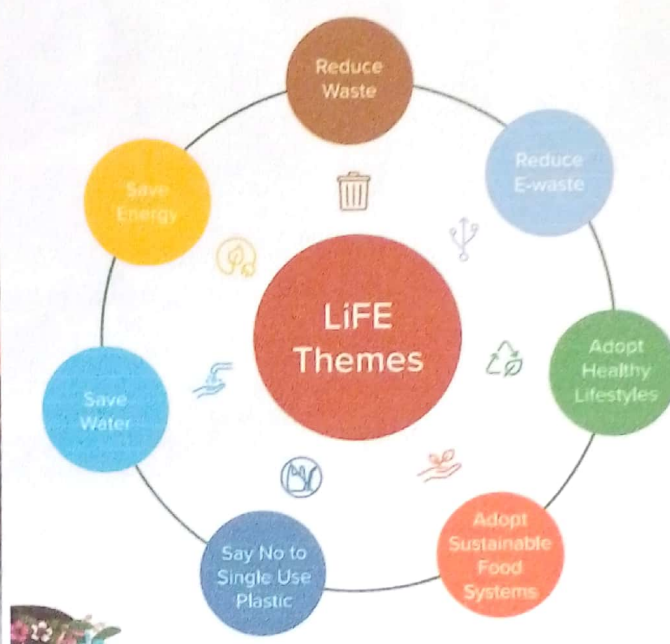
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Year 2019-20 to 2023-24

Title of Activity	Meri Life (Life Style for Environment) Campaign
No. of Events	106
Number of Beneficiaries	5882
Description of Event	Organized village level awareness program on Save Energy, Save Water, Reduce Single Use Plastic, Adopt Sustainable Food Systems and Adopt Healthy Lifestyle, Distribution of sapling and tree plantation activityetc.



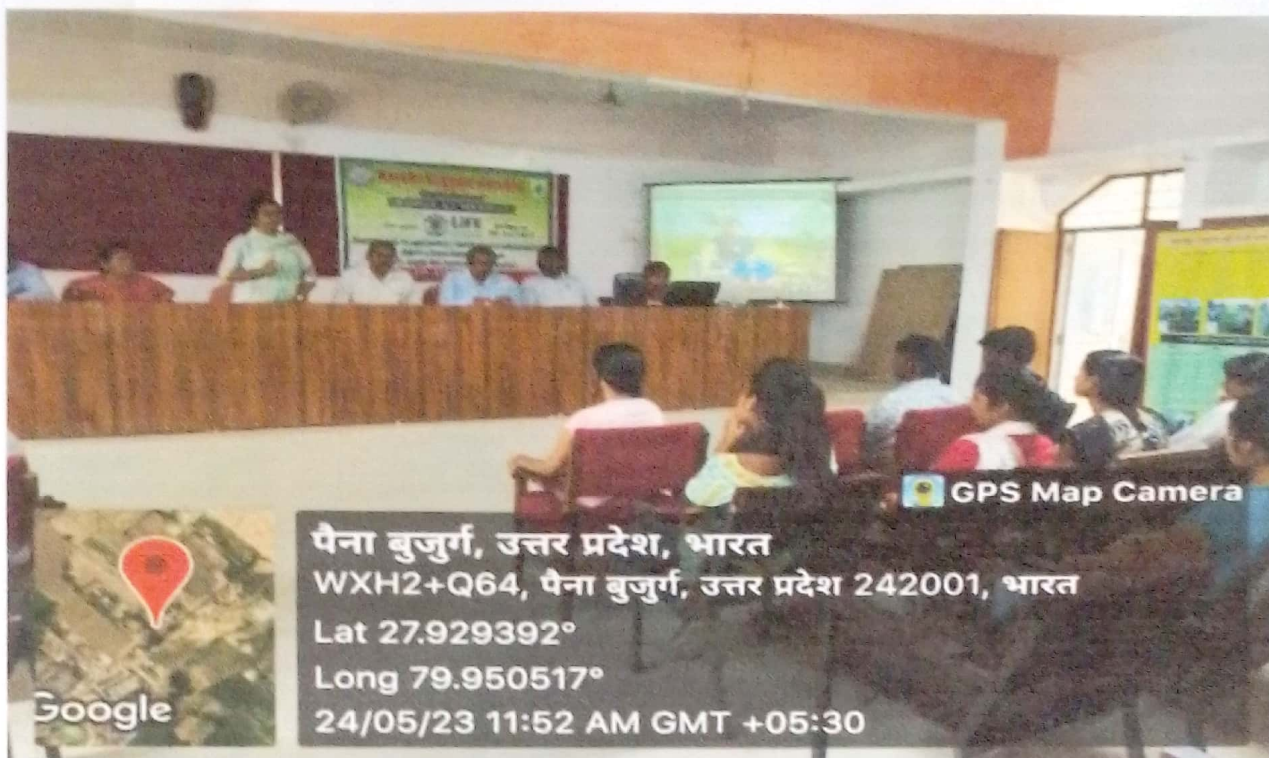
Campaign on soil health and pledge of farmers at Badaun, Date – 26 May, 2023

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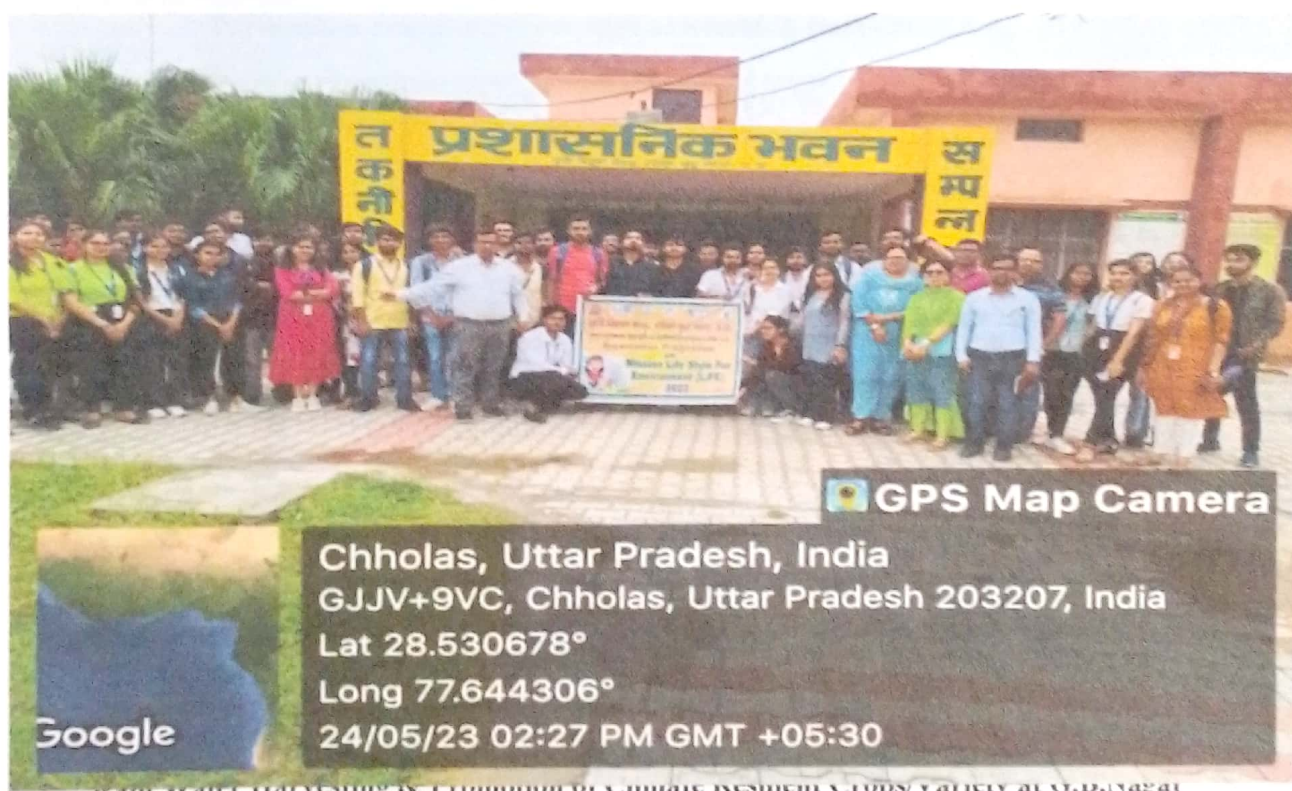
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Awareness and Demonstration of Drone application in agriculture
 (Reduction in use of chemicals and fertilizers) at Shahjahanpur, Date – 24 May, 2023



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Year 2019-20 to 2023-24

Title of Activity	Parthenium Awareness Week
No. of Events	05
Number of Beneficiaries	102
Description of Event	Organized awareness on ill effects of Parthenium on Animal health and demonstrated method for Parthenium eradication.



Parthenium eradication campaign at Sambhal, Date -20-21 Aug. 2019



Parthenium eradication campaign at shahjahanpur, Date -16-22 Aug. 2020

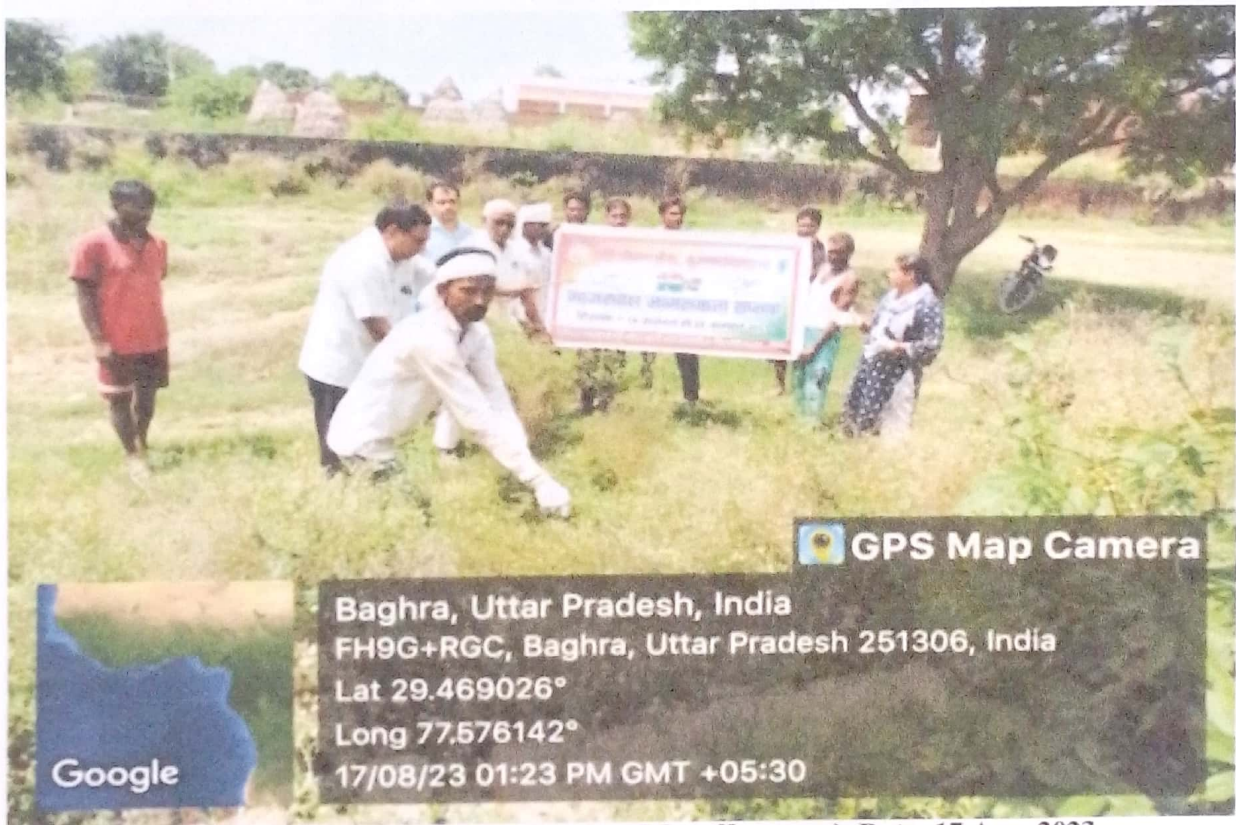
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Parthenium eradication campaign at Ghaziabad, Date -16-22 Aug. 2022



Parthenium eradication campaign at Baghra (Muzaffarnagar), Date -17 Aug. 2023

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Title of Activity	Har Ghar Trianga Campaign & Meri Maati Mera Desh
No. of Events	34
Number of Beneficiaries	685
Description of Event	Under this Flagship GoI program organized pledge taking and awareness activities



Har Ghar Trianga Campaign, Date – 11 Aug.-17 Aug. 2022



Meri Maati Mera Desh Campaign at Hapur Date – 11 Aug.-17 Aug. 2023

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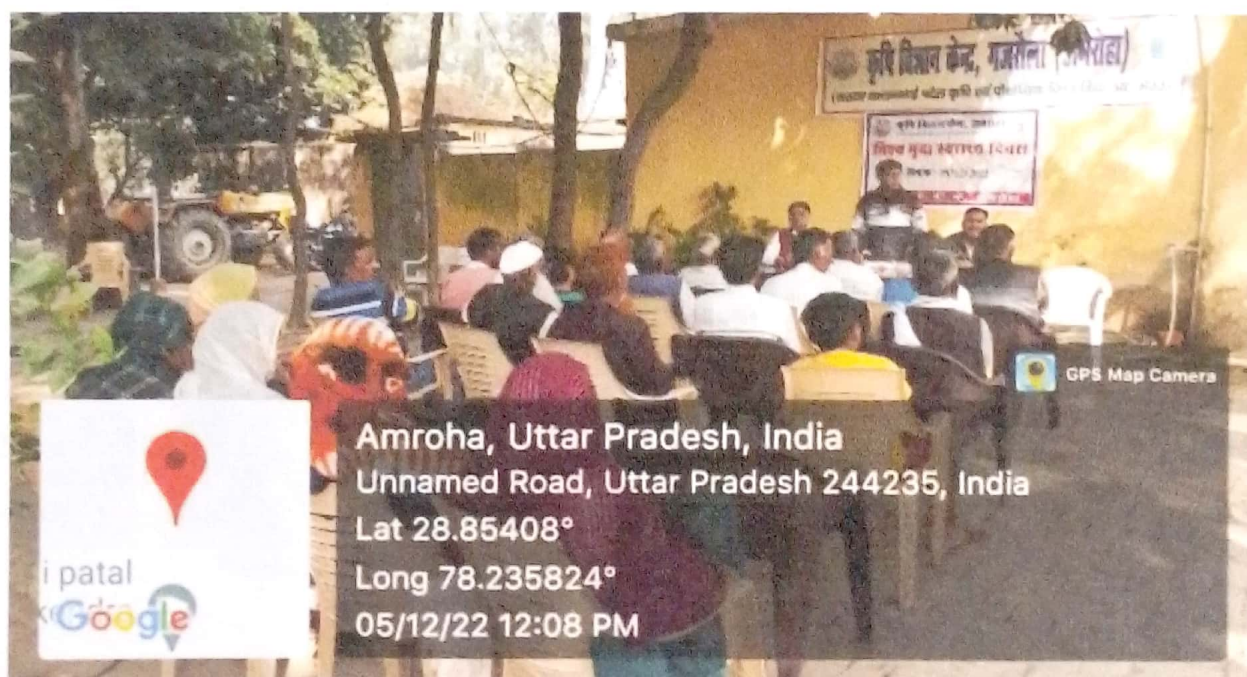
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Year 2019-20 to 2023-24

Title of Activity	Important Days
No. of Events	18
Number of Beneficiaries	1728
Description of Event	Celebrated World Environment Day, World Soil Day with farmers and farmwomen



World Soil Health Day at Hapur, Date – 05 Dec. 2020



World Soil Health Day

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World Soil Health Day at Shamli, Date – 05 Dec. 2023



World Environment Day at Meerut, Date – 05 June, 2023

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