



PARTICIPATION OF PPVFRA BRANCH OFFICE, SHIVAMOGGA IN KRISHI MELA-2026 AT UAS, DHARWAD, KARNATAKA



The Protection of Plant Varieties and Farmers' Rights Authority (PPVFRA) Branch Office, Shivamogga, participated in the Krishi Mela 2026 organized by the University of Agricultural Sciences (UAS), Dharwad. from 25th September to 28th September 2026. Mr. Anup S., Senior Research Fellow and Dr Meghana K J Senior Research Fellow, represented PPVFRA in the event. The theme of the Krishi Mela 2026 was "Empowered Women – Sustainable Agriculture", with emphasis on empowering farming communities, particularly women farmers, through improved agricultural technologies, knowledge dissemination and sustainable farming practices.



PPVFRA information stall was put up during the Krishi Mela to create awareness among farmers, students, agricultural professionals and other visitors regarding the provisions of the Protection of Plant Varieties and Farmers' Rights Act, 2001.

The PPVFRA stall displayed informative materials, including posters, brochures and other awareness materials, highlighting the objectives and important

provisions of the PPV&FR Act, 2001. Particular emphasis was given to farmers' rights, protection and registration of farmers' varieties, registration of plant varieties; benefit sharing, recognition of farmers' contributions to conservation of plant genetic resources, and the role of PPVFRA in protecting the rights of farmers.

To facilitate effective communication with the farming community, the awareness materials were prepared and displayed in the local language, enabling farmers to easily



understand the provisions of the Act and the benefits available to them. The brochures and other printed materials were also distributed among the visitors to the stall.

During the event, interactions were held with farmers and other stakeholders regarding the identification, documentation and registration of farmers' varieties under the PPVFR Act, 2001. Visitors were also informed about the procedure for applying for registration of farmers' varieties and the importance of conserving traditional varieties and associated indigenous knowledge.

Dignitaries like Dr. R.R. Hanchinal, former Chairperson of PPVFRA, Dr. N.B. Prakash. Vice-Chancellor, UAS, Dharwad, and Dr. Shreenivas A. Desai, Former Registrar PPVFRA & Professor (GPB) and Nodal Officer, Project Planning and Monitoring Cell & ICAR, Office of the Vice-Chancellor, UAS Dharwad, Dr. M.V. Dhananjaya, Vice-Chancellor Keladhi Shivappa Nayakka University of Agricultural and Horticultural Sciences Shivamogga also visited our stall. Shri. Shankar Langati, rewarded farmer from Belagam district has displayed live specimens of different crop species which attracted the visitors to visit PPVFRA stall.

Krishi Mela 2026 witnessed an approximate footfall of 25.66 lakh visitors from various walks of life across different districts of Karnataka

The participation of PPVFRA in Krishi Mela 2026 provided an effective platform for creating awareness about plant variety protection and farmers' rights and for reaching out a large number of farmers and other stakeholders. The programme also contributed to strengthening the linkages between PPVFRA and the agricultural community in Karnataka.


