



## Participation PPVFRA Branch Office, Shivamogga in Krishi Mela-2026 at UAS, Raichur, Karnataka



The PPVFRA, Branch Office Shivamogga, Karnataka, participated in KRISHI MELA-2026, organized by the University of Agricultural Sciences (UAS), Raichur, Karnataka, from 5<sup>th</sup> to 7<sup>th</sup> February, 2026. Shri R. S. Sengar, Consultant (Technical), PPVFRA Branch Office, Shivamogga, and Mr. Anup S., Senior Research Fellow, represented PPVFRA in the event.

The theme of the programme was **“Integrated Farming – Self-Reliant Agriculture.”** PPVFRA set up an exhibition stall in the Agriculture Pavilion by displaying informative materials including posters and brochures highlighting the provisions of the PPV&FR Act, its objectives, and farmers’ rights. The materials were prepared in the local language for effective display and communication.

During the Krishi Mela, Officials from Universities, particularly from the Genetics and Plant Breeding Department, Extension Wing, KVKs, and FPOs of Raichur, visited the PPVFRA stall and had detailed discussions on the registration process, especially for the farming community. The queries and doubts raised were discussed in detail with the officials, and application formats were provided to them for further necessary action



Dr. Hanumanthappa, Hon’ble Vice-Chancellor, Dr. Gururaj Sunkad, Director of Education, Dr. A. R. Kurubar, Director of Extension; and Dr. Amaregouda A., Director of Research, UAS Raichur, also visited the PPVFRA stall. Approximately five lakh visitors from all walks of life across various districts of the Kalyana Karnataka (North Karnataka) region visited the Krishi Mela.



During the exhibition, queries regarding the registration of varieties and the methodology for selection of applicants were raised by visitors. These were suitably replied by PPVFRA officials. Shri R. S. Sengar, Consultant (Technical), PPVFRA, was invited as a guest for the programme and shared the dais for distribution of prizes for various programmes organized by UAS, Raichur.

