

## Grow More Wheat Campaign Gaining Momentum



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Under the initiative of the Government of Punjab, Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM), in collaboration with the Agriculture Extension Department, has launched the “Grow More Wheat” campaign. This initiative aims to boost wheat production across Punjab. The launch ceremony was led by the Vice Chancellor of MNSUAM and the Commissioner of Multan, who highlighted the importance of increasing wheat yields through the effective use of

agricultural inputs. A dedicated team of 400 MNSUAM students, supported by their advisors, is actively collaborating with the Punjab Agriculture Extension Department to drive this impactful initiative forward.

Agricultural experts from MNSUAM and representatives from the Agriculture Extension Department have stressed the critical need to enhance per-acre wheat yields to meet the country's growing food demands. Increasing wheat production is vital not only for ensuring food security but also for strengthening Pakistan's economy by making agriculture more profitable for farmers.

As part of the campaign, university students and Agriculture Extension Department officers are educating farmers on the benefits of using certified seeds, which are essential for improving wheat yields. Pamphlets and informational materials on modern wheat cultivation techniques are being distributed to farmers. The campaign also highlights government schemes introduced by the Chief Minister of Punjab, which include substantial cash rewards for cultivating wheat over larger areas. Furthermore, farmers planting wheat on 12.5 to 25 acres are eligible to enter a draw to win one of 1,000 free tractors, providing a powerful incentive for large-scale wheat farming.

To ensure the smooth execution of these efforts, a Help Desk was established at MNSUAM to oversee student activities and provide necessary support. Faculty members at MNSUAM are offering guidance and closely monitoring the team to ensure the campaign's effectiveness. Recent

updates indicate that wheat sowing targets are being effectively met, demonstrating the campaign's impressive progress and the commitment of all involved.

By integrating modern agricultural practices, government incentives, and proactive student-led outreach, the "Grow More Wheat" campaign is paving the way for a more productive and prosperous agricultural future in Punjab.