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## Grow More Wheat Campaign 2025–26’ Gains Momentum Across South Punjab



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The fifth day of activities under the “Grow More Wheat Campaign 2025–26” continued with great enthusiasm at Muhammad Nawaz Sharif University of Agriculture, Multan (MNS-UAM), in close collaboration with the Punjab Agriculture Department. The campaign aims to promote sustainable wheat production through the dissemination of modern technologies, applied

research, and farmer awareness initiatives.

Faculty members and students organized an awareness walk emphasizing the importance of timely sowing, the use of certified seeds, balanced fertilizer application, and efficient irrigation practices. It was highlighted that over 26 demonstration blocks featuring different wheat varieties have been established at the university's research farm to showcase improved production technologies, fertilizer regimes, and irrigation methods.

Teams comprising MNS-UAM interns and Agriculture Department extension officers remained active across all districts of South Punjab – including Multan, Khanewal, Lodhran, Vehari, Bahawalpur, Bahawalnagar, Rahim Yar Khan, Muzaffargarh, Layyah, Dera Ghazi Khan, Rajanpur, Taunsa, and Kot Addu – conducting farmer meetings, roadshows, and field demonstrations. Farmers received hands-on training in drill sowing, seed treatment, balanced fertilization, and integrated pest, disease, and weed management, along with efficient water use. The strong participation of farmers reflected their growing confidence in university-led outreach programs. The joint efforts of MNS-UAM and the Punjab Agriculture Department mark a significant step toward sustainable agriculture, farmer prosperity, and national food security.