
Grow More Wheat Campaign Reaches Eighth Day, Celebrated as Farmers' Day Across Punjab



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Under the vision of the Chief Minister Punjab, the “Grow More Wheat Campaign” entered its eighth day today, observed across the province as Farmers’ Day. The initiative is being implemented through coordinated efforts of the Secretary Agriculture Punjab and the Vice Chancellors of all agricultural universities.

At MNS University of Agriculture, Multan, Vice Chancellor Prof. Dr. Asif Ali (T.I.) assigned faculty members and 350 senior students to actively support the campaign. Teams from MNSUAM visited villages and wheat fields to engage with farmers, understand their challenges, and guide them on modern wheat production technologies.

Farmers were briefed on timely sowing, optimal seed rates, certified and disease-resistant varieties, balanced fertilizer application, efficient irrigation techniques, and integrated pest management (IPM). Students also visited centers of the CM Power Green Tractor Scheme, motivating tractor recipients to adopt improved wheat cultivation practices.

Field activities were conducted across several districts, including Multan, Khanewal, Vehari, Lodhran, Muzaffargarh, Alipur, Kabirwala, Jahanian, and surrounding areas. In collaboration with the Agriculture Extension Department, campaign teams organized farmer meetings, roadshows, awareness sessions, and field demonstrations.

Farmers appreciated the efforts, noting that student participation brings new energy to the campaign and strengthens the connection between academic research and practical farming. The Farmers' Day activities further enhanced cooperation between farmers, MNSUAM, and the Agriculture Extension Department, contributing to improved wheat productivity and overall food security in Punjab.

Farmers expressed their commitment to adopting modern recommendations to increase yields and play their part in ensuring the province's food security.