

IARI Assam Promotes Pusa Marigold Cultivation through Field Day

Date: July 8, 2026

ICAR–Indian Agricultural Research Institute (IARI), Assam under the visionary guidance of hon'ble director Dr. Ch. Srinivasa Rao, organised a Field Day on 8 July 2026 at Ming Mang Village and Manipuri Gaon, Gogamukh, Dhemaji, to promote the cultivation of improved **Pusa marigold varieties** among farmers. The programme aimed to encourage crop diversification and enhance farm income through the adoption of high-yielding marigold cultivars. During the programme, farmers were sensitized on the multiple benefits of marigold cultivation, including its use as a trap crop for eco-friendly insect pest management, its role in kitchen gardens, and its integration into Integrated Farming Systems (IFS) as a remunerative short-duration cash crop. Scientists demonstrated the production potential and management practices of improved marigold varieties under local agro-climatic conditions. On the occasion, quality seedlings of **Pusa Parv**, **Pusa Deep** and **Pusa Utsav** were distributed to progressive farmers to facilitate field-level demonstration and wider adoption. The programme witnessed enthusiastic participation from farmers, who expressed keen interest in incorporating marigold cultivation into their existing farming systems. The initiative is expected to strengthen crop diversification, promote sustainable farming practices and create additional livelihood opportunities for farming communities in the region.



Source: ICAR-Indian Agricultural Research Institute, Assam