



**LIFE**  
Lifestyle for  
Environment



2023

# पुष्प कृषि मेला एवं बोगनविलिया फेस्टिवल

[19th March 2023]



**Environmental Information  
Awareness Capacity Building and  
Livelihood Programme (EIACP)**

**CSIR-NBRI Lucknow**

## “पुष्प कृषि मेला एवं बोगनविलिया फेस्टिवल”

CSIR-NBRI organized a **Flower Agriculture Fair and Bougainvillea Festival**, inaugurated on **March 19, 2023**, at the central lawn of the Botanical Garden.

**Dr. Devesh Chaturvedi**, *Additional Chief Secretary of the Department of Agriculture, Agriculture-Education and Research of Government of Uttar Pradesh*, was present as a **chief guest** in the inauguration ceremony. **Dr. Anand Prakash**, *Vice Chancellor of Mahatma Gandhi Central University, Bihar*, and **Dr. Bijendra Singh**, *Vice Chancellor of Acharya Narendra Dev University of Agricultural & Technology, Ayodhya* were the other esteemed guests whose presence graced the exhibition.





On this occasion, **Dr. T. Damodaran**, *Director of Central Institute of Subtropical Horticulture, Lucknow*; **Dr. Bhaskar Narayan**, *Director of CSIR-Indian Institute of Toxicology Research, Lucknow*, and **Dr. R.K. Viswanathan**, *Director of Indian Institute of Sugarcane Research, Lucknow*, attended the function as a **special guest**.

Coordinator of Pushp Krishi Mela, **Dr. K. J. Singh** sensitized that this fair is being organized under the CSIR Floriculture Mission, in which about 300 farmers and entrepreneurs from farmer groups from 6 states participated in the fair festival.

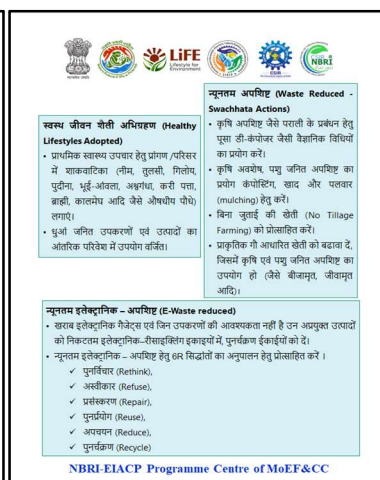
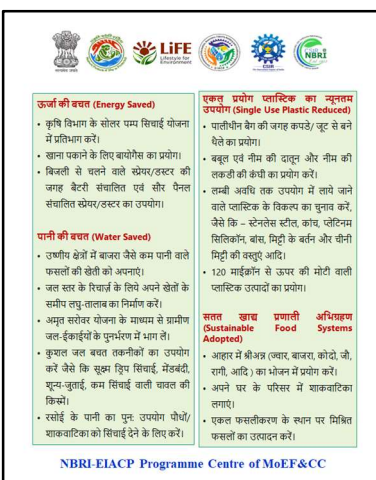


More than two dozen varieties of Bougainvillea developed by the institute like '**Begum Sikandar**'; '**Shubhra**'; '**Dr. B.P. Pal**'; '**Arjuna**'; '**Archana**'; '**Mary Palmer Special**'; '**Los banos variegata**'; '**Aruna**'; '**Dr. PV Sane**' etc. have been displayed as well as attractive bougainvillea plants have been displayed in different formats like bonsai, topiary art, etc.

NBRI-EIACP Programme Centre (former NBRI-ENVIS) distributed knowledgeable products in form of newsletters and flyers to visitors. Visitors gained information regarding the green planner app and the role of plants to mitigate pollution like SO<sub>2</sub>, NO<sub>x</sub>, SPM, etc.



Under the GOI initiative – **Mission Life**, the NBRI-EIACP team sensitized visitors and farmers about this initiative and also encourage visitors to make a countable contribution in developing a sustainable environment while achieving healthy lifestyle adoption.





The NBRI-EIACP EIACP team encourage visitors to use paper and cloth bag and avoid the use of single-use plastics. A total of **76** students/lecturers/Research Scholars/Farmers interacted with team NBRI-EIACP during the Kisan Mela & Bougainvillea flower show.

International visitors from **Srilanka** and **Mozambique** also visited the stall and gained information about Green Planner App and the Mission LiFE activities. Flyers have been distributed among Farmers to adopt LiFE actions under **7 categories**.

Farmers shared thoughts regarding new farming practices like natural farming and using drip irrigation, and also by utilizing the subsidy on solar panels, income has been increased and water saving has also been done.





