

PRESS RELEASE

PTC India Financial Services Limited and CII Foundation Lead Farmer Campaign in Fatehgarh Sahib to Tackle Crop Residue Burning

Fatehgarh Sahib, Punjab, October 24, 2024—PTC India Financial Services Limited (PFS) and the CII Foundation, in partnership with the District Administration of Fatehgarh Sahib, have intensified their efforts to promote sustainable crop residue management through comprehensive field campaigns in the region.

Today over 150 farmers gathered in Sanghol village, where they were engaged through a combination of awareness-raising activities and demonstrations of sustainable practices to manage crop residue.

Key authorities including Mrs. Manreet Rana (PCS), Sub Divisional Magistrate, Khamanon; Mr. Jaswinder Singh, Agricultural Officer, Khamanon; Mrs. Harpreet Kaur, Assistant Registrar, Khamanon; Dr. Lovleen Bains, Dean of Extension Cell at Guru Nanak National College, Doraha; Mr. Pushan Rana, Sarpanch of Sanghol Village; Mr. Sunil Kumar Misra, Principal Advisor, CII; Raj kumar, President, Cooperative society, Sanghol and Mr. Dwinder Singh, Vice President of the Cooperative Society, actively took part, underlining the importance of the cause.

As part of the outreach initiative, students from Guru Nanak National College, Doraha, and Government Boys High School, Sanghol, organized a rally throughout the local area. They raised awareness by chanting slogans against stubble burning and distributing informative pamphlets door-to-door. The initiative aimed to encourage residents to adopt eco-friendly agricultural practices.

Addressing the farmers, Mrs. Manreet Rana (PCS), Sub Divisional Magistrate, Khamanon, addressed the gathering, emphasizing on the health hazards posed by air pollution. “We wore masks during COVID-19 to protect ourselves from the virus, but what difference does it make when the air we breathe remains equally harmful? It’s imperative to take action now,” she urged. She also stressed the importance of utilizing the machinery donated to cooperative societies to help small and marginal farmers who cannot afford such equipment independently.

A nukkad natak (street play) performed by students from Guru Nanak College, Doraha, further communicated the importance of sustainable agriculture, while demonstrations of advanced agricultural machinery showcased practical alternatives to burning stubble. Additionally, a stall featuring the PUSA Decomposer, a fungal consortium that aids in the rapid degradation of crop residue, offered farmers a tangible solution to managing their fields more sustainably.

The farmers and students took an oath together stop stubble burning and commit to adopting sustainable agricultural practices.

Since 2019, PTC India Financial Services Limited in collaboration with the CII Foundation, have been working across 50 villages to promote a zero-stubble burning approach and support environment-friendly farming practices. Through these initiatives, they continue to provide farmers with the training and resources needed to implement sustainable crop residue management.

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