

Parthenium or **Gajar ghas** is an obnoxious and aggressive colonizer and is regarded as one of the dangerous terrestrial weed owing to its harmful effects to humans, animals and to the environment. This weed is notorious as it causes many diseases like skin allergy, hay fever, breathing problems in human beings and animals besides reducing agricultural productivity. The rate of the spread of this weed is highly alarming and the efforts of the management are falling short. Thus, in regard to the seriousness of the threat, Department of Agriculture, Integral Institute of Agricultural Science & Technology, Integral University organized a *Parthenium* Awareness Rally on the August, 03, 2019 in the **village Chetanpurwa** to make the local farmers aware about the menace of the deadly famous *Parthenium* weed. To counteract the ill effects of the weed, the students of the department urged the locals to identify and eradicate the weed completely and also sensitized them about it's harmful effects and the integrated management of this weed.



