

**SEED TREATMENT CAMPAIGN KHARIF 2014:** Seed Treatment is one of the most vital components of integrated pest management in crop production. Application of fungicides is done to the seeds before or at the time of sowing of seeds or planting the seedlings to protect the crops from various diseases. Such application is minimal in doses and therefore is highly economical as well as least disturbing to the environment.

- The whole objective of the Seed Treatment Campaign is to protect the crop from various diseases & pest.
- Campaign for creating mass awareness among the farmers regarding crop loss which occurs due to incidence of various diseases and pest particularly paddy in Kharif season and Pulses & Groundnut in Rabi season is necessary to go for 100% seed treatment .
- Decline and prevent the possible future crop loss.
- Motivate the farmers for safeguarding the seeds by scientific treatment with minimal investment which is pocket friendly to the poor farmer.

As a facilitating Organization DRC played its Role effectively and ensured community participation at all level of implementation of the campaign. Starting from Identification of Target Groups to Selection of Venue, Distribution of IES Materials, Wide Propagation, Ensuring 100 percent attendance of the target group, Effective Awareness & Sensitization by the Resource Persons, 100 percent Treatment of Seeds, Proper Documentation and Reporting & Monitoring etc. We have organized 10nos. of STC in Kharif 2014 and 5 nos. STC in Rabi during this year in Satyabadi Block of Puri District.