



The Hindu 30 August, 2025

Campus Farmers' Market organised in city

The Hindu Bureau
BENGALURU

The Institution Innovation Council of Kristu Jayanti (deemed to be university) on Friday organised the Campus Farmers' Market - vegetable and fruits mela as part of the Government of India's Viksit Bharat @ 2047 initiative.

The event also aligned with the One District One Product scheme under the Make in India programme.

Third year

The initiative, now in its third year, focuses on

sourcing produce directly from farmers, removing intermediaries to ensure fair pricing and access to fresh produce.

This year's market featured collaborations with Farmer Producer Organisations (FPOs) from Chitradurga, Vijapura, Chintamani, and Greenkraft Producer Company Limited.

The Women Empowerment Cell of the university participated by organising stalls with snacks, flowers, and handmade products, in partnership with the Campus Farmers' Market.