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**Kristu Jayanti College Launches 'Kristu Jayanti Sarva Vikas' and Campus Farmers' Market, Empowering Farmers through Direct Market Access**

Kristu Jayanti College, Autonomous, marked a historic milestone by launching the 'Kristu Jayanti Sarva Vikas' programme and inaugurating the Campus Farmers' Market (CFM) was inaugurated by Smt. Uma Reddy, Senior Vice President (Elect) of the Federation of Karnataka Chambers of Commerce and Industry (FKCCI) on September 24, 2024. Smt. Uma Reddy, emphasizing the importance of direct farmer-

to-customer connections (F2C) in empowering the farming community and boosting the nation's economy. The event saw the participation of more than



50 farmers. Fr. Dr. Lijo P. Thomas, Vice Principal & CFO of KJC, in his presidential address, underscored the college's commitment to working alongside farmers to create a self-reliant India while preserving traditional farming practices. The event also featured the distribution of bio-fertilizer samples produced by the students of the Department of Life Sciences. The Campus Farmers' Market is the first of its kind launched by a higher educational institution in India, further reinforcing KJC's role in driving innovation and community development.