



KRISTU JAYANTI (DEEMED TO BE UNIVERSITY)

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City Hilights — 29 January 2026.

Foster Children’s Interest in Healthy Food and Agriculture: N. Chalugarayaswamy

BENGALURU

Karnataka has adopted a special focus on nutritious food and holistic agriculture, creating a model that brings children, farmers, universities, and market initiatives onto a single platform, integrating education, innovation, and sustainable economic development.

Speaking at the inauguration of the Traditional Food Fair and Competition – Samskruti Swad, organized in collaboration with Kristu Jayanti Deemed-to-be University, Agriculture Minister N. Chalugarayaswamy emphasized the importance of introducing children to nutritious crops, particularly millets, and explaining the complete journey from farm to plate.

“Interest in agriculture, nutritious crops, and their consumption begins with children. When they understand the value of nutritious food, they influence their families and communities. They become ambassadors of healthy living. Children must learn not only the taste but also the value of food,” he said, addressing teachers, students, and officials.

The Minister highlighted the need to combine aware-



ness, education, and marketing strategies. “Every stage—from cultivating millets to processing, branding, and delivering them to the market—must be managed properly. Well-branded products fetch better prices, increasing farmers’ income. Direct sale limits benefits, but value addition provides higher returns and ensures nutritious, quality food reaches consumers.”

He added that the government and universities are working with farmers to reduce economic challenges. Strong linkages between agriculture, education, and markets will stabilize the food system, support farmers, and help children understand nutrition.

The program included practical demonstrations on cultivation, processing, and marketing for children, allowing them to observe, touch, and

participate. Students and farmers displayed value-added products made from traditional crops, combining innovation with heritage.

“The goal is to encourage innovation among students and youth while promoting local heritage crops. When children and young communities understand the full agricultural system, they become agents of change,” Chalugarayaswamy said.

The event was organized by the Department of Life Sciences, Kristu Jayanti University, as a precursor to the International Trade Fair 2026. Competitions included Ideathon, Brandathon, and photography contests. The program showcased education, practical learning, and market strategies, benefiting children, supporting farmers, and providing healthy food for the community.