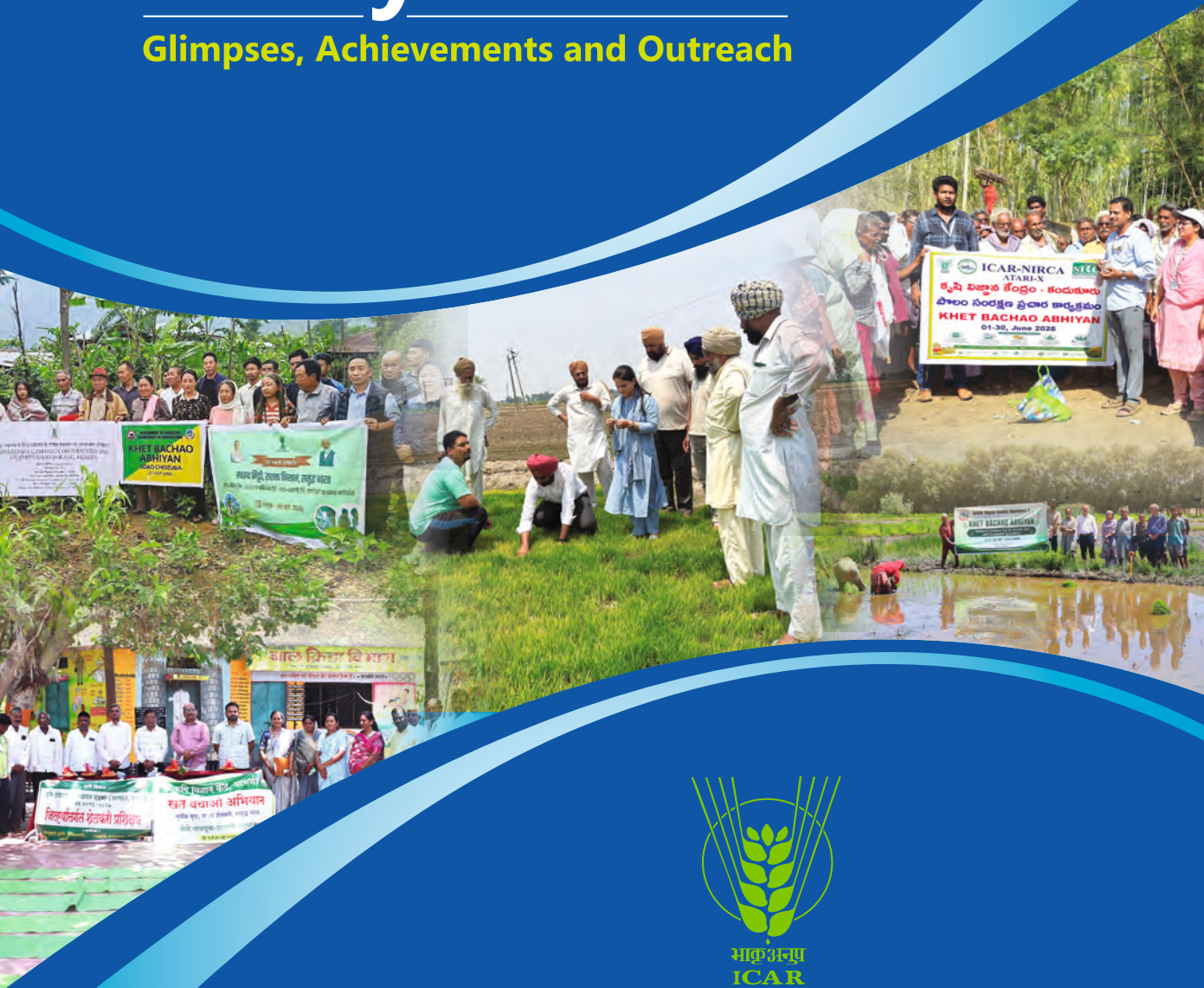


Khet Bachhao Abhiyaan 2026

Glimpses, Achievements and Outreach



Division of Agricultural Extension
Indian Council of Agricultural Research
New Delhi

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Foreword



THE *Khet Bachhao Abhiyaan* (KBA) 2026 represents an important step in strengthening farmer-centric agricultural extension by placing soil health, balanced nutrient management and sustainable farming practices at the centre of a nationwide campaign. Implemented during June 1–30, 2026, the Abhiyaan translated scientific knowledge and field-level concerns into a coordinated programme of awareness, capacity building, demonstrations and stakeholder engagement.

The campaign was conceived in the context of concerns related to declining soil fertility, imbalanced fertilizer use, depletion of soil organic carbon, rising cultivation costs and increasing climate variability. It also built upon the experience of the Viksit Krishi Sankalp Abhiyaan (VKSA) of 2025, during which extensive farmer–scientist interactions generated valuable feedback on field-level constraints. The KBA therefore represents an action-oriented extension response, with particular emphasis on soil-test-based nutrient management, balanced and judicious fertilizer use, Integrated Nutrient Management, green manuring, crop-residue management, biofertilizers, Natural Farming and climate-resilient practices.

The scale and diversity of the campaign demonstrate the value of institutional convergence. ICAR Institutes, Agricultural Universities, Krishi Vigyan Kendras, State Departments of Agriculture, Mera Gaon Mera Gaurav teams, Farmer Producer Organizations, Self-Help Groups, Panchayati Raj Institutions, cooperatives, fertilizer companies and other stakeholders worked together to take scientific messages to farming communities.



The campaign deployed 1,657 multidisciplinary teams and generated extensive field-level engagement across the country.

The reported outreach is substantial: more than 1.34 lakh awareness programmes/events benefited 92.44 lakh farmers; 6,685 capacity-building programmes benefited 4.94 lakh farmers; 3,167 field demonstrations and 4,779 interface programmes strengthened practical learning and stakeholder interaction. The participation of 371 public representatives and the extensive coverage through print, electronic, digital and social media further broadened the reach of the Abhiyaan.

What is particularly significant is the emphasis on moving beyond awareness towards informed practice and behavioural change. Soil health cannot be restored through a single intervention; it requires sustained scientific advisory support, appropriate nutrient application, local solutions, farmer participation and institutional coordination. KBA has demonstrated how extension can serve as a bridge between scientific knowledge, public institutions and farmers' lived realities.

I commend the dedicated efforts of the National Agricultural Research, Education and Extension System, State Governments, ICAR Institutes, KVKs, Agricultural Universities, extension functionaries, local institutions, media partners and, above all, the farmers who participated actively in the Abhiyaan. I am confident that the experiences documented in this publication will provide a useful reference for strengthening future extension initiatives aimed at soil health, resource conservation, climate resilience and sustainable agricultural development.

(M. L. Jat)

Preface



It is a privilege to present *Khet Bachao Abhiyaan 2026: Glimpses, Achievements and Outreach*, a publication documenting the planning, implementation, field engagement and major achievements of the month-long national campaign conducted during June 1–30, 2026. The Abhiyaan placed balanced and judicious fertilizer use, soil health and sustainable nutrient management at the heart of agricultural extension, while also promoting Natural Farming and climate-resilient agricultural practices.

The KBA was designed as a farmer-centric, field-oriented and convergence-based extension effort. Its planning drew upon the experience and feedback generated during the Viksit Krishi Sankalp Abhiyaan (VKSA) 2025, when farmers across the country highlighted a range of production and resource-management concerns, including deterioration of soil health. KBA translated this evidence into focused action through soil-test-based fertilizer recommendations, Integrated Nutrient Management, green manuring, crop-residue incorporation, biofertilizers, appropriate guidance on Nano Urea and Nano DAP, Natural Farming and other locally relevant practices.

A distinctive strength of the campaign was the convergence of institutions and stakeholders. ICAR Institutes, KVKs, Agricultural Universities, State Departments of Agriculture, AICRP Centres, Mera Gaon Mera Gaurav teams, Farmer Producer Organizations, Self-Help Groups, Primary Agricultural Credit Societies, cooperatives, Gram Panchayats and other partners contributed to the campaign. The deployment of 1,657 multidisciplinary teams enabled the campaign to combine scientific expertise with local knowledge and field-level outreach.

The scale of implementation and communication documented in this report is noteworthy. More than 1.34 lakh awareness programmes/events reached 92.44 lakh farmers, while capacity-building programmes, field demonstrations and stakeholder interface programmes provided opportunities for practical learning and interaction. The campaign also achieved extensive media and digital outreach, with participation of public representatives adding further visibility to the national message on soil health and balanced fertilizer use.



This publication brings together the campaign narrative, planning and methodology, performance, public participation and media outreach, supported by annexures and field documentation. It is intended to serve as a reference for policymakers, agricultural scientists, extension professionals, KVK personnel, State departments, development practitioners and other stakeholders engaged in sustainable agricultural transformation.

I gratefully acknowledge the guidance of the Secretary, DARE & Director General, ICAR; the cooperation of State Governments and partner institutions; and the dedicated efforts of Directors, ATARIs, Heads and SMSs of KVKs, scientists of ICAR Institutes and Agricultural Universities, State extension personnel, local institutions, farmer organizations, media teams and all field functionaries. Most importantly, I acknowledge the farmers whose participation, experience and feedback remain central to the effectiveness of agricultural extension.

It is hoped that the lessons and field experiences documented here will encourage sustained, evidence-based and participatory efforts for improving soil health and strengthening the resilience and sustainability of Indian agriculture.

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Executive Summary

The *Khet Bachao Abhiyaan* (KBA) was launched as a nationwide agricultural extension campaign during June 1-30, 2026 with the main objective of promoting balanced and judicious fertilizer use, improving soil health, encouraging sustainable nutrient management practices, and facilitating the wider adoption of natural farming. The campaign was conceptualized in response to the growing concerns over declining soil fertility, excessive and imbalanced use of chemical fertilizers, depletion of soil organic carbon, rising cultivation costs, and the increasing impact of climate variability on Indian agriculture.

The campaign evolved from the successful *Viksit Krishi Sankalp Abhiyaan* (VKSA) conducted during *Kharif* 2025. While VKSA primarily focused on technology dissemination and collection of farmers' feedback, KBA represented its logical progression by emphasizing behavioural change, scientific nutrient management, institutional convergence, and long-term sustainability. The extensive feedback collected during VKSA highlighted farmers' concerns regarding deteriorating soil health and the urgent need for location-specific nutrient management, which formed the basis for launching KBA.

KBA sought to create large-scale awareness on soil test-based fertilizer application, promote green manuring, biofertilizers, crop residue incorporation, natural farming, and climate-resilient agricultural practices. The campaign also emphasized capacity building of farmers, Farmer Producer Organizations (FPOs), Self-Help Groups (SHGs), representatives of Gram Panchayats, and other stakeholders through field demonstrations, training programmes, mass awareness campaigns, and ICT-enabled communication.

The campaign adopted an unprecedented multi-institutional convergence model, involving ICAR Institutes, Agricultural Universities (AUs), Krishi Vigyan Kendras (KVKs), State Departments of Agriculture, Primary Agricultural Credit Societies (PACS), Farmer Producer Organization (FPOs), Self Help Group (SHGs), fertilizer companies, and local governance institutions. Approximately 1,657 multidisciplinary teams of ICAR and KVKs were deployed across the country, including dedicated teams in the 100 districts with the highest DAP consumption, ensuring effective outreach and coordinated implementation.

The campaign achieved remarkable outreach. More than 1.34 lakh awareness programmes/ events were organized, benefiting 92.44 lakh farmers. A total of 6,685 capacity-building programmes benefitting 4.94 lakh farmers, 3,167 field demonstrations, 4,779 interface programmes in which more than 2.38 lakh sarpanchs & panchs, input dealers and members of SHGs, FPOs, CHCs, PACS, etc. participated. Overall, the campaign recorded 10.45 million (1.04 crore) participants across the major activities, reflecting its extensive field-level outreach and stakeholder participation. The activities of KBA was covered by 5,397 newspapers, 660 TV channels, 1,538 electronic portals and 2,433 YouTubers, reflecting extensive dissemination through both traditional and emerging media. Dedicated 426 radio talks and 391 TV talks further strengthened the communication outreach. Further, a total of 4.97 crore stakeholders were reached through social media viz. WhatsApp, Facebook, X and other social media platforms.

The campaign also received active participation from 371 eminent public representatives, including Governors/Lt Governors, Chief Ministers, Union Ministers, Ministers in various State Governments, Members of Parliament, and Members of Legislative Assemblies/ Constituencies, demonstrating strong national commitment towards sustainable soil health management.

The campaign clearly demonstrated that sustainable agricultural transformation requires not only technology dissemination but also continuous behavioural change, institutional convergence, scientific advisory services, and active farmer participation.

Overall, the KBA has emerged as a national model of participatory agricultural extension, successfully transforming soil health management into a people's movement. By promoting balanced fertilizer use, restoring soil health, strengthening institutional partnerships, and integrating farmers' experiences into agricultural research and policymaking, the campaign lays a strong foundation for sustainable agriculture, enhanced farmers' income, climate resilience, and the realization of the vision of *Viksit Bharat@2047*.



1. Introduction

Agriculture has always occupied a central place in India's socio-economic development, contributing significantly to food and nutritional security, employment generation, rural livelihoods, and national economic growth. The remarkable achievements of Indian agriculture over the past several decades have transformed the country from a food-deficit nation into one of the world's leading agricultural producers. However, sustaining these achievements under rapidly changing environmental, climatic, and socio-economic conditions has emerged as one of the greatest challenges before the agricultural sector.

The increasing frequency of climate variability, degradation of natural resources, shrinking landholdings, declining profitability, and rising costs of cultivation have collectively placed unprecedented pressure on agricultural production systems. Among these challenges, the deterioration of soil health has become one of the most serious threats to the long-term sustainability of Indian agriculture. Healthy soils constitute the foundation of productive, resilient, and environmentally sustainable farming systems. They not only supply essential nutrients to crops but also regulate water availability, support beneficial soil microorganisms, improve carbon sequestration, and enhance resilience against climatic stresses. Yet, continuous nutrient mining, declining soil organic carbon, imbalanced fertilizer application, and inadequate replenishment of secondary and micronutrients have progressively weakened the productive capacity of agricultural soils across many parts of the country.

The extensive dependence on nitrogenous fertilizers and Diammonium Phosphate (DAP), often without adequate soil testing or balanced nutrient management, has further aggravated soil degradation. Inefficient fertilizer use has increased cultivation costs while reducing nutrient use efficiency and adversely affecting environmental quality. Simultaneously, the increasing occurrence of droughts, erratic rainfall, heat stress, and other climate-induced challenges has intensified the need for integrated approaches that combine scientific nutrient management with climate-resilient agricultural practices. These realities necessitate a paradigm shift from input-intensive agriculture towards sustainable soil health management based on scientific principles and informed decision-making.



Evolution of Agricultural Extension in India

Agricultural extension has played a pivotal role in disseminating improved technologies, connecting scientific research with farming communities, and enhancing agricultural productivity. Over the years, India's extension system has continuously evolved from conventional technology-transfer models towards increasingly participatory and demand-responsive approaches.

The Indian Council of Agricultural Research (ICAR), in collaboration with Agricultural Universities (AUs), Krishi Vigyan Kendras (KVKs), State Departments of Agriculture, and numerous allied institutions, has consistently strengthened the country's agricultural innovation system through farmer-oriented extension programmes. However, the growing complexity of agricultural challenges has demonstrated that technology dissemination alone is insufficient. Sustainable agricultural transformation requires continuous interaction among researchers, extension personnel, policymakers, and farmers, allowing scientific research to respond directly to field-level realities. The concept of participatory agricultural extension recognizes farmers not merely as recipients of scientific recommendations but as valuable partners whose experiences, indigenous knowledge, innovations, and production constraints contribute significantly to the research and development process.

This philosophy has increasingly shaped ICAR's extension initiatives and laid the foundation for more collaborative and knowledge-intensive approaches to agricultural development.

Khet Bachao Abhiyaan (KBA)

The *Khet Bachao Abhiyaan* (KBA) was conceptualized as a nationwide campaign implemented during 1-30 June 2026 with the objective of promoting balanced and judicious fertilizer use, improving soil health, encouraging sustainable nutrient management practices, and facilitating the wider adoption of natural farming. The campaign particularly focused on the 100 districts with the highest consumption of DAP fertilizer, while disseminating the message of balanced fertilizer use and sustainable soil management throughout the country through the coordinated efforts of ICAR institutes, Krishi Vigyan Kendras, State Agricultural Universities, State Departments of Agriculture, and other stakeholders.

The campaign promoted soil test-based fertilizer recommendations, Integrated Nutrient Management, green manuring, crop residue incorporation, biofertilizers, Nano Urea, Nano

DAP, Natural Farming, and climate-resilient farming practices through demonstrations, training programmes, awareness campaigns, digital communication, and field-level interactions.

Genesis of KBA

During the *Viksit Krishi Sankalp Abhiyaan* (VKSA), implemented from 29 May to 12 June 2025, the coordinated efforts of ICAR, Agricultural Universities, KVKs, and State Departments of Agriculture facilitated extensive interaction with farmers and systematic documentation of their feedback. Farmers reported more than 500 researchable, extension and policies issues during VKSA. Among these, the deterioration of soil health

emerged as a major concern, highlighting the need for sustained scientific interventions beyond one-time awareness and technology dissemination.

The findings from VKSA provided the scientific and field-level rationale for launching the KBA as a dedicated extension campaign focusing on soil health and sustainable nutrient management. KBA builds upon the outreach and feedback-generation experience of VKSA by translating farmers' concerns into targeted awareness, capacity building, field demonstrations, behavioural change, and institutional convergence. The campaign emphasizes the balanced and judicious use of fertilizers based on soil and



crop requirements, greater use of organic and bio-inputs, green manuring, Integrated Nutrient Management (INM), and promotion of Natural Farming practices, with the broader objective of improving soil health and ensuring sustainable crop production.

Thus, VKSA provided the platform for identifying and documenting farmers' major agricultural challenges, while KBA represents a focused and action-oriented extension response to one of the major concerns that emerged was deterioration of soil health.

Difference between VKSA and KBA

VKSA served as the foundation upon which KBA was developed. The campaign created an unprecedented convergence among ICAR, Agricultural Universities, KVKs and State Agriculture Departments, enabling scientists to interact directly with farmers across the country. Unlike conventional extension programmes, VKSA emphasized two-way communication. Scientists not only disseminated improved technologies but also documented farmers' experiences, constraints and emerging challenges. The campaign generated extensive feedback on soil fertility decline, fertilizer imbalance, nutrient deficiencies, climate stress and increasing production costs.

Analysis of these field observations revealed that improving soil health was one of the highest priorities requiring coordinated national action. Therefore, KBA was designed as a logical continuation of VKSA with a focused objective of translating awareness into large-scale adoption of balanced fertilizer use and sustainable nutrient management.

The institutional framework, partnerships, field-level coordination and extension mechanisms developed during VKSA enabled rapid implementation of KBA across the country.

Parameter	VKSA	KBA
Duration	15-day nationwide campaign	30-day nationwide campaign
Leadership	ICAR-led convergence model	State Government-led campaign with support of ICAR, AUs and KVKs
Primary Objective	Dissemination of improved technologies and collection of farmers' feedback	Promotion of soil health through balanced and judicious use of fertilizer, green manuring, bio-inputs and natural farming
Approach	Farmer-centric transfer of technology	Theme-based mass movement on soil health through awareness, capacity building and demonstration

Parameter	VKSA	KBA
Knowledge Flow	Scientists to farmers through village visits	Scientists, KVKs and extension agencies directly engaged with farmers and other stakeholders
Convergence	ICAR, AUs, KVKs and State Departments	State Departments, ICAR Institutes, AUs, KVKs, PACS, FPOs, SHGs, Cooperatives and Fertilizer Companies
Innovation	Farmer innovators identified and recognized	Farmer innovators involved as campaign ambassadors and resource persons
Expected Outcome	Technology adoption and feedback for research	Behavioural change towards balanced and judicious use of fertilizer and sustainable soil management

- To promote improved soil health and sustainable nutrient management through demonstrations of green manuring, Integrated Nutrient Management (INM), bio-fertilizers, Fermented Organic Manure (FOM), and other soil-health-promoting practices, and reducing the excessive use of chemical fertilizers.
- To promote Natural Farming through awareness campaigns, capacity building, and demonstrations.
- To ensure regular meetings of the Khet Bachao Committees constituted at the Panchayat level to promote awareness and encourage the judicious use of fertilizers among farmers.

Major Components of KBA

The KBA designed as a comprehensive agricultural extension campaign to improve soil health, promote balanced and judicious use of fertilizers, reduce excessive dependence on chemical fertilizers, and encourage sustainable and climate-resilient farming practices. The campaign focuses on the following major components:

- **Promotion of Soil Health Card-based nutrient management:** Dissemination of soil-test-based fertilizer recommendations and promotion of their adoption by farmers to ensure the application of nutrients in the right quantity, proportion, time, and manner, according to soil and crop requirements.
- **Field demonstrations on balanced fertilizer use:** Organization of demonstrations at farmers' field to show the benefits of balanced fertilization, appropriate nutrient application methods, and improved soil management practices under local farming conditions.

- **Promotion of Integrated Nutrient Management (INM):** Encouragement of the integrated use of chemical fertilizers, organic manures, crop residues, biofertilizers, and other nutrient sources to maintain soil fertility, improve nutrient-use efficiency, and sustain crop productivity.
- **Promotion of green manuring and crop-residue management:** Encouragement of green manuring crops such as *dhaincha* (*Sesbania bispinosa* or *Sesbania aculeata*), Sunn hemp (*Crotalaria juncea*) and moong (mung bean or green gram), along with the incorporation and recycling of crop residues, to improve soil organic matter, nutrient availability, soil structure, and biological activity.
- **Promotion of biofertilizers and biological inputs:** Creating awareness about the appropriate use of biofertilizers, microbial formulations, and other biological inputs as components of sustainable nutrient management and soil-health improvement.
- **Awareness on Nano Urea and Nano DAP:** Generating awareness and providing scientific guidance on the appropriate and recommended use of Nano Urea and Nano DAP, including their role in improving nutrient-use efficiency and supporting balanced fertilizer management.
- **Promotion of Natural Farming:** Creating awareness, building farmers' capacity, and organizing demonstrations of natural farming practices, with emphasis on locally available resources, biological inputs, soil health, and reduction in dependence on external agricultural inputs.



- **Nationwide soil health awareness campaign:** Conducting mass awareness programmes, farmer meetings, training programmes, campaigns, and stakeholder interactions to highlight the importance of soil health and sustainable nutrient management.
- **Promotion of climate-resilient agricultural practices:** Encouraging the adoption of climate-resilient crops, resource-conserving technologies, efficient nutrient and water management, crop diversification, residue management, and other locally appropriate practices to enhance the resilience and sustainability of farming systems.
- **Capacity building of farmers and key stakeholders:** Strengthening the knowledge and skills of farmers, Farmer Producer Organizations (FPOs), Self-Help Groups (SHGs), Gram Panchayats, input dealers, and other local stakeholders through need-based training, demonstrations, exposure visits, and interactive programmes.
- **Use of ICT and digital communication for wider outreach:** Leveraging Information and Communication Technology (ICT), digital platforms, mobile-based advisories, social media, and other communication channels for rapid and large-scale dissemination of scientific messages, advisories, success stories, and best practices related to soil health and balanced fertilizer use.



- **Institutional convergence and stakeholder coordination:** Promoting convergence with relevant Government of India schemes and programmes, State Government initiatives, ICAR institutes, Agricultural Universities, KVKs, State Departments, Panchayati Raj Institutions, and other stakeholders to ensure coordinated implementation, wider outreach, and sustained adoption of recommended practices.



Overall, KBA adopts a farmer-centric, field-oriented and convergence-based approach, moving beyond awareness generation to capacity building, practical demonstrations and behavioural change for restoring soil health and promoting sustainable and productive agriculture.



2. Planning and Methodology

The success of any nationwide agricultural extension campaign depends not only on the relevance of its objectives but also on the robustness of its planning, institutional coordination, implementation strategy, and monitoring mechanisms. Recognizing the complexity of promoting sustainable soil health management across diverse agro-ecological regions of the country, the KBA was meticulously planned as a scientifically designed, multi-institutional, and behaviour-oriented national campaign.

Rather than functioning as an isolated extension programme, the campaign was conceived as a coordinated national movement involving research institutions, extension agencies, State Governments, local governance institutions, farmer organizations, and farming communities. Its planning was based on scientific evidence, institutional convergence, participatory implementation, and continuous farmer engagement, ensuring that the campaign addressed both immediate extension needs and long-term sustainability goals.

2.1 Scientific basis for Planning

The planning of the *Khet Bachao Abhiyaan* was strongly evidence-based. During the VKSA, scientists from ICAR Institutes, Agricultural Universities (AUs), Krishi Vigyan Kendras (KVKs), and State Departments of Agriculture interacted extensively with farmers throughout the country. Besides disseminating improved agricultural technologies, these interactions generated a rich repository of field observations relating to soil degradation, excessive fertilizer use, nutrient deficiencies, declining soil organic carbon, increasing cultivation costs, and climate-induced production challenges.

The systematic analysis of farmers' feedback established that restoration of soil health should become a national priority. Consequently, the KBA was designed as the logical continuation of VKSA, translating scientific observations and farmers' experiences into a focused programme promoting balanced nutrient management and sustainable agricultural practices.

2.2 Planning Framework

The campaign planning followed a structured multi-level framework involving national, State, district, and village-level institutions. The planning process focused on:

- Identification of priority interventions based on scientific evidence.
- Selection of districts requiring focused attention.
- Convergence among research, extension, and development agencies.
- Preparation of multidisciplinary implementation teams.
- Development of uniform technical messages.
- Preparation of awareness and communication materials.
- Capacity building of implementing personnel.
- Development of monitoring and reporting mechanisms.
- Promotion of community participation and local ownership.

This structured planning framework ensured that campaign activities remained scientifically consistent while allowing flexibility for location-specific implementation.

2.3 Identification of Priority Districts

One of the distinctive planning features of the campaign was the scientific identification of 100 districts with the highest consumption of Diammonium Phosphate (DAP). These districts received focused attention because excessive DAP consumption was considered an indicator of imbalanced fertilizer use and declining nutrient-use efficiency.

While these districts served as priority intervention areas, the campaign simultaneously disseminated messages on balanced fertilizer use and sustainable soil health management throughout the country through ICAR Institutes, SAUs, KVKs, and State Departments of Agriculture. This approach combined targeted interventions with nationwide awareness generation.

2.4 Institutional Convergence Strategy

The planning philosophy emphasized that sustainable agricultural transformation requires coordinated action by multiple institutions rather than isolated interventions. Accordingly, the campaign established an extensive institutional convergence involving:

- Indian Council of Agricultural Research (ICAR)
- Agricultural Universities (AUs)
- Krishi Vigyan Kendras (KVKs)
- State Departments of Agriculture
- All India Coordinated Research Project (AICRP) Centres
- Farmer Producer Organizations (FPOs)
- Self-Help Groups (SHGs)

- Primary Agricultural Credit Societies (PACS)
- Gram Panchayats
- Cooperative Institutions
- Fertilizer Companies

Such convergence ensured efficient utilization of institutional expertise, human resources, and extension infrastructure while strengthening coordination among research, extension, and development agencies.

2.5 Formation of Multidisciplinary Teams

The constitution of multidisciplinary teams was a key operational component of the campaign to ensure coordinated and integrated technical guidance to farmers and other stakeholders at the village. Teams were constituted at different administrative levels to facilitate effective implementation of the campaign across the country. These multidisciplinary teams were mobilized across the country, integrating scientific expertise with local institutional support. This collaborative framework significantly strengthened coordination among research, extension, and development agencies while improving accessibility of scientific advisory services to farming communities. Such convergence not only enhanced implementation efficiency but also created an enabling environment for sustained behavioural change at the grassroots level.

i) Composition of Teams in the Top 100 DAP-Consuming Districts

In each of the 100 districts reporting the highest DAP consumption, 4-5 multidisciplinary teams were constituted and each team comprising:

- One scientist from the KVK;
- One scientist from an ICAR Institute;
- One scientist from the concerned All India Coordinated Research Project (AICRP) Centre of the State Agricultural University (SAU); and
- One officer from the respective State Department of Agriculture.

These multidisciplinary teams provided coordinated technical guidance, field-level support, and stakeholder engagement for effective implementation of the campaign in the identified districts. In addition to creating awareness, the teams organized capacity-building programmes and field demonstrations at strategic locations to promote balanced and scientific nutrient management practices among farmers.

ii) Composition of Teams in Other Districts

In districts other than the top 100 DAP-consuming districts, 957 Mera Gaon Mera Gaurav (MGMG) teams from ICAR Institutes were entrusted with implementing the campaign at the village level. These teams promoted scientific nutrient management practices and improved soil health through direct interaction with farmers.

In addition, more than 600 KVK teams were deployed to implement the KBA activities in their respective districts. Similar to the teams constituted in the top 100 DAP-consuming districts, both MGMG and KVK teams also organized awareness programmes, capacity-building activities, and field demonstrations at strategic locations to promote balanced and judicious use of fertilizers.

iii) Teams of the State Department of Agriculture and ATMA

Officials of the State Departments of Agriculture and Agriculture Technology Management Agency (ATMA) also supported the implementation of the campaign. The State Departments of Agriculture constituted approximately 3,500 teams comprising departmental and ATMA officials. These teams primarily focused on creating awareness among farmers through direct interaction and awareness meetings, with emphasis on the importance of balanced fertilizer use, scientific nutrient management, and maintenance of soil health.

Team	No. of Teams	No. of visits	No. of Participants per visit	Total Participation (in lakh)
ICAR-led MGMG Teams	957	8	140-150	10.0
KVK-led Teams in top 100 fertilizer consuming districts	100	24	125	3.0
Remaining KVKs	600	16	125	12.0

Overall, 1,657 multidisciplinary teams of KVKs and ICAR Institutes were deployed across the country, providing one of the largest coordinated scientific outreach mechanisms ever organized for soil health management.

2.6 Methodology for Implementation of KBA

i) Duration of the campaign

The KBA was implemented across the country during 1-30 June 2026, with a focused month-long campaign aimed at promoting balanced and judicious use of fertilizers among farmers. During this period, KVKs, ICAR Institutes, State Departments of Agriculture, ATMA and other participating institutions organized awareness programmes, capacity-building activities, field demonstrations and stakeholder interactions to promote scientific nutrient management and improve soil health.



ii) Coverage of the Campaign

The KBA was implemented through 1,657 multidisciplinary teams comprising ICAR Institutes, KVKs, AICRP Centres and State Departments of Agriculture. These included 957 Mera Gaon Mera Gaurav (MGMG) teams of ICAR Institutes, 100 KVK-led multidisciplinary teams comprising representatives from ICAR Institutes, AICRP Centres, KVKs and State Departments of Agriculture in the top 100 fertilizer-consuming districts, and 600 KVK-led teams for implementation in other districts.

The campaign was implemented across 34 States and UTs, covering 728 districts, through coordinated field-level interventions. The following activities were planned and systematically organized by the participating teams to achieve the intended objectives and targets of the campaign.

iii) Awareness on Balanced Fertilizer Use and Cross-Learning

The campaign aimed to promote the balanced and judicious use of fertilizers through intensive field visits, farmer-to-farmer learning, and awareness programmes. Thousands



of field visits and awareness activities were organized across the country, reaching lakhs of farmers and facilitating large-scale dissemination of scientific knowledge, exchange of field experiences, and adoption of improved fertilizer management practices.

iv) Specialized Capacity Building for Stakeholders

The capacity-building programmes were organised through 100 ICAR Institutes and 700 KVKs comprising KVKs serving the top 100 fertilizer-consuming districts and 600 KVKs covering the remaining districts with a target of reaching 2.25 lakh beneficiaries. The programme focused on strengthening the technical, managerial, and adaptive capacities of key agricultural stakeholders and enhancing their understanding of balanced and judicious fertilizer use.

Each participating centre assigned six focused capacity-building programmes, with approximately 50 participants per programme. These included:

- One programme for local governance and community representatives, including Sarpanchs, Panchs, Zila Parishad members, innovators and other local stakeholders;
- Two programmes for input dealers and representatives of cooperative societies; and
- Three programmes for Farmer Producer Organisations (FPOs), Self-Help Groups (SHGs), Custom Hiring Centres (CHCs), and progressive farmers.

The targeted approach ensured that different stakeholder groups received need-based technical knowledge and practical guidance, enabling them to serve as effective knowledge multipliers and promote the adoption of balanced fertilizer practices at the grassroots level.

Field Demonstrations

Large-scale field demonstration programmes were organized through 100 ICAR Institutes and 700 KVKs to showcase improved, balanced, and sustainable agricultural practices under real farm conditions. These demonstrations served as evidence-based learning platforms, enabling farmers to observe the performance of scientific interventions and directly compare them with prevailing practices. A total of approximately 75,000 demonstrations were planned, comprising 30,000 demonstrations by ICAR Institutes, 15,000 demonstrations through KVKs in the top 100 fertilizer-consuming districts (150 demonstrations per KVK), and 30,000 demonstrations through the remaining 600 KVKs (50 demonstrations per KVK). This extensive demonstration network was designed to ensure wide geographical coverage, practical learning, and greater adoption of scientific fertilizer management practices.

Field/Harvest Days and Exposure Visits

Field days, harvest days, and exposure visits were planned to provide farmers with first-hand experience of improved agricultural technologies and practices demonstrated under field conditions. Following the principle of “Seeing is Believing,” these activities enabled farmers to assess the visible benefits and performance of improved practices and interact directly with scientists, extension personnel, and fellow farmers.



Each of the 1,657 participating teams was planned to organize five field/harvest days and exposure visits during the ensuing crop season, with approximately 250 farmers targeted per team. These activities were intended to strengthen farmer confidence, facilitate peer learning, and encourage wider adoption of demonstrated technologies.

Strengthening Outreach through Social Media Platforms

The campaign aimed to reach approximately 1.5 crore farmers through targeted digital and social media campaigns, thereby extending the reach of field-level interventions and facilitating wider dissemination of scientific advisories and improved agricultural practices. All participating teams were encouraged to regularly document and share their campaign activities on social media platforms, including WhatsApp, Facebook, X and other relevant digital channels.

The use of common campaign hashtags, such as #ICAR, #DKMA, #BalancedFertilization, and #SustainableAgriculture, was encouraged to enhance the visibility of campaign activities, facilitate digital engagement, and create a coordinated national-level digital presence for the KBA.

Daily Monitoring and Reporting

A robust daily monitoring and reporting system had been implemented to track progress, ensure accountability, and maintain quality across all activities. All the teams submitted brief daily updates on field visits, demonstrations, capacity-building events, and outreach through a standardized reporting format as well as on portal, supported by event photographs, short video clips etc.

Overall, the planning and methodology adopted under the *Khet Bachao Abhiyaan* demonstrate a significant evolution in India's agricultural extension system. Scientific planning, evidence-based prioritization, institutional convergence, multidisciplinary implementation, participatory extension methods, and continuous feedback mechanisms together created a robust operational framework capable of delivering large-scale behavioural change. This methodology not only facilitated effective implementation of the campaign but also established a replicable model for future national agricultural extension initiatives aimed at promoting sustainable, climate-resilient, and farmer-centric agricultural development.



3. Performance of Khet Bachaao Abhiyaan (KBA)

The nationwide *Khet Bachaao Abhiyaan* (KBA) was launched on 1st June 2026 by the Hon'ble Union Minister for Agriculture & Farmers Welfare, Shri Shivraj Singh Chouhan, at Ramsia village in Raisen district, Madhya Pradesh. Public representatives and senior officials of ICAR and the Department of Agriculture & Farmers Welfare (DA&FW) simultaneously inaugurated the month-long campaign on same day across different States and Union Territories. The campaign implemented with the active participation of ICAR, Krishi Vigyan Kendras (KVKs), State Departments of Agriculture, Agricultural Universities and other stakeholders, with a focus on promoting soil conservation, sustainable agriculture and scientific farming practices. The achievements of the campaign are presented below:

3.1 Salient achievements under KBA

The salient achievements of KBA presented in Table 3.1, which showed extensive nationwide outreach through a range of awareness programmes, capacity-building activities, stakeholder interaction meetings and others activities. A total of 1,34,348 awareness programmes/events were organized, reaching 92.44 lakh participants across 34 States and Union Territories, 728 districts and 71,102 villages, creating awareness among farmers about soil health.

To strengthen farmers' knowledge and skills, 6,685 training programmes were conducted, covering 4.94 lakh farmers. The campaign also engaged local elected representatives through 2,473 programmes for *Sarpanchs* and *Panchs*, with 1.34 lakh participants, thereby promoting community-level ownership of soil and agricultural land conservation. Stakeholder engagement was further strengthened through 759 interface meetings with input dealers, involving 24,187 participants, and 1,547 interaction meetings with SHGs, FPOs, CHC members and others, reaching 80,187 participants.

In addition, 98,722 demonstrations on green manuring, organic and natural farming, integrated nutrient management, FOM, oilseeds, pulses and other sustainable agricultural practices were organised with more than 4.79 lakh participants.

Overall, the campaign recorded 10.45 million participants across the major activities, reflecting its extensive field-level outreach and stakeholder participation. In addition,

the campaign generated a substantial social media outreach of 49.73 million farmers and other stakeholders, significantly extending its reach beyond physical programmes and strengthening awareness on soil conservation and sustainable agricultural practices.

Table 3.1: Activities organised under KBA

Sl. No.	Name of Activity	No. of Activities	No. of Participants
1.	Awareness programmes/ events	1,34,348	92,43,785
2.	Training of farmers	6,685	4,94,061
3.	Programmes of <i>Sarpanchs</i> and <i>Panchs</i>	2,473	1,33,992
4.	Interface meeting with input dealers	759	24,187
5.	Interaction meeting with members of SHGs, FPOs, CHCs, PACS, etc.	1,547	80,187
6.	Demonstrations (green manuring, organic & natural farming, INM, FOM, oilseeds, Pulses, etc.)	98,722	4,78,759
7.	Total Participants (1 to 6)	1,04,54,971	
8.	Total Social Media outreach	4,97,30,709	

3.2 Awareness programmes and events

Awareness programmes were organized nationwide under the campaign to promote the balanced and judicious use of fertilizers, improve soil health, encourage sustainable nutrient management, and accelerate the adoption of Natural Farming. KVKs, ICAR Institutes and Agricultural

Awareness programmes and events organised

No. of States/UTs covered	: 34
No. of districts covered	: 728
No. of villages covered	: 71,102
No. of awareness programmes/ events organised	: 1,34,348
No. of farm women reached	: 28,46,600
No. of total participants reached	: 92,43,785

Universities conducted these programmes across the country. In addition, teams of the Department of Agriculture & Farmers Welfare (DAFW) organized awareness events and meetings with farmers and other stakeholders to disseminate information on the importance of balanced fertilizer use, soil health management, sustainable nutrient practices and Natural Farming.

Overall, the campaign covered 728 districts and 71,102 villages, through 1,34,348 awareness programmes/ events, reaching a total of 92,43,785 participants, comprising 63,97,185 males and 28,46,600 females.

The data demonstrate the extensive geographical reach of KBA, with programmes conducted across all major regions, including the North-Eastern States, Himalayan States and Union Territories.

The participation of farm women was substantial, with 28,46,600 female participants, accounting for 30.79% of the total participants. Women's participation exceeded 50% in six States/UT, with the highest proportion recorded in the Union Territory of Ladakh (69.45%), followed by Meghalaya (62.22%), Jharkhand (61.17%), Nagaland (54.00%), Manipur (53.53%), and Himachal Pradesh (51.52%). However, in 14 States/UTs, women's participation was below the overall average of 30.79%. The significant participation of women demonstrates the campaign's effective outreach to farm women and underscores their important role as key stakeholders in promoting balanced and judicious use of agricultural inputs, sustainable nutrient management, and environmentally sustainable agricultural practices (*Annexure-I*).

3.2.1 Details of Awareness Programmes/Events organized in Large States

The large States played a significant role in the nationwide outreach of the *Khet Bachao Abhiyan*. As presented in Table 3.2.1, a total of 88,897 awareness programmes/events were organized across 380 districts reaching 63.41 lakh participants from 39,251 villages, including 44.86 lakh males and 18.55 lakh females (29.3%).

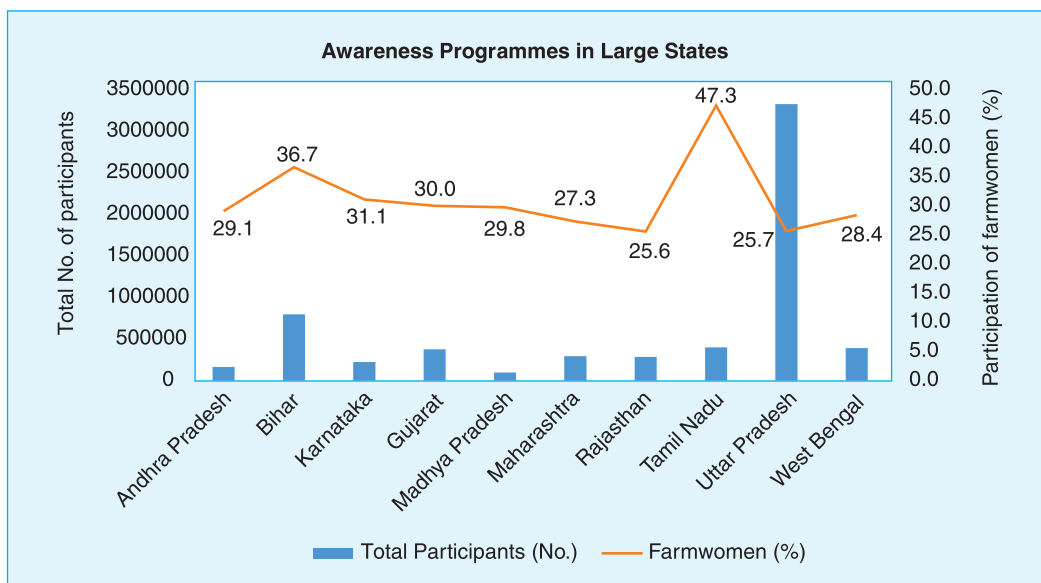
Among the large States, Uttar Pradesh recorded the highest outreach, with 32,685 programmes/events conducted across 75 districts, reaching 33.26 lakh participants. Tamil Nadu organized 12,815 programmes, followed by Bihar (8,750), Gujarat (7,740) and West Bengal (7,807). In terms of participant coverage, Uttar Pradesh was followed by Bihar (7.94 lakh), Gujarat (3.74 lakh) and Tamil Nadu (3.99 lakh).

The data demonstrate the substantial scale and geographical spread of the campaign in large States, with extensive grassroots-level engagement aimed at creating awareness among farmers and rural communities on soil conservation, sustainable agriculture and scientific farming practices.

Table 3.2.1: Awareness Programmes/Events organized in Large States

State	No. of Districts	No. of Villages	No. of programs/ Events	No. of Participants		
				Male	Female	Total
Andhra Pradesh	28	1693	2423	115643	47437	163080
Bihar	38	2982	8750	503147	291087	794234
Karnataka	31	3789	3041	152859	69082	221941
Gujarat	30	1973	7740	261726	112230	373956
Madhya Pradesh	40	1927	2674	67957	28788	96745
Maharashtra	36	3955	5053	213279	80225	293504
Rajasthan	41	2986	5909	211072	72662	283734
Tamil Nadu	35	3742	12815	210193	188432	398625
Uttar Pradesh	75	12878	32685	2471442	854628	3326070
West Bengal	26	3326	7807	278519	110527	389046
Total	380	39251	88897	4485837	1855098	6340935

Women constituted a significant proportion of the participants in the awareness programmes. This indicates substantial participation of women in the KBA and highlights the campaign's reach among farmwomen and rural women stakeholders in promoting soil conservation and sustainable agricultural practices.



Glimpses of Activities related to Awareness among Farmers during KBA (Large States)



3.2.2 Details of Awareness Programmes/Events organized in Medium-Sized States

As presented in Table 3.2.2, the seven medium-sized States collectively organized 30,952 awareness programmes/events across in 169 districts. These programmes reached 18.83 lakh participants of 18,038 villages, comprising 12.61 lakh males and 6.23 lakh females.

Among the States, Odisha recorded the highest outreach, with 10,934 programmes/events conducted across 5,167 villages, reaching 5.89 lakh participants. It was followed by Telangana, which organized 3,285 programmes and reached 4.22 lakh participants, and Haryana, with 4,704 programmes reaching 2.23 lakh participants. Chhattisgarh also recorded substantial participation, with 4,836 programmes reaching 2.14 lakh participants. The extensive coverage across villages and districts demonstrates the strong grassroots outreach of the campaign in medium-sized States.

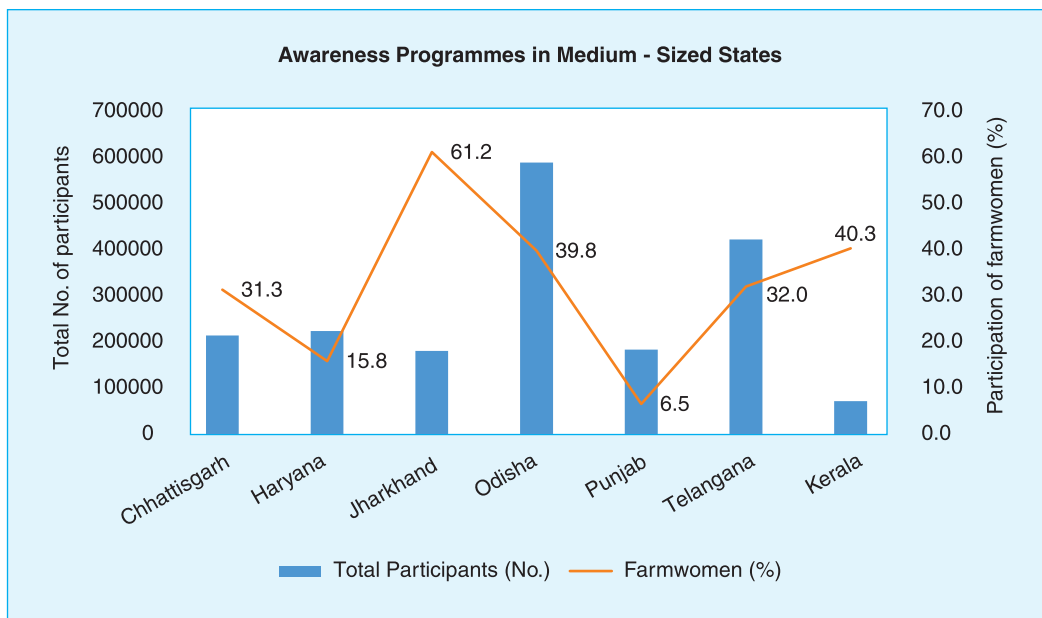
Table 3.2.2: Awareness Programmes/Events organized in Medium-Sized States

State	No. of Districts	No. of Villages	No. of programs/ Events	No. of Participants		
				Male	Female	Total
Chhattisgarh	27	3084	4836	146815	66934	213749
Haryana	22	2067	4704	187945	35381	223326
Jharkhand	24	2768	2530	70115	110455	180570
Odisha	30	5167	10934	354701	234159	588860
Punjab	23	2366	2991	171325	11974	183299
Telangana	29	1188	3285	287028	134901	421929
Kerala	14	1398	1672	42590	28723	71313
Total	169	18038	30952	1260519	622527	1883046

Women constituted a significant proportion of the participants, with 6.23 lakh female participants out of 18.83 lakh, accounting for approximately 33.1% of the total participation. The relatively high participation of women highlights the important role of farmwomen in awareness and sensitization activities related to soil conservation, sustainable agriculture and improved farm practices under the campaign.

Glimpses of Activities related to Awareness among Farmers during KBA (Medium-Sized States)





3.2.3 Details of Awareness Programmes/Events organized in Small States and UTs

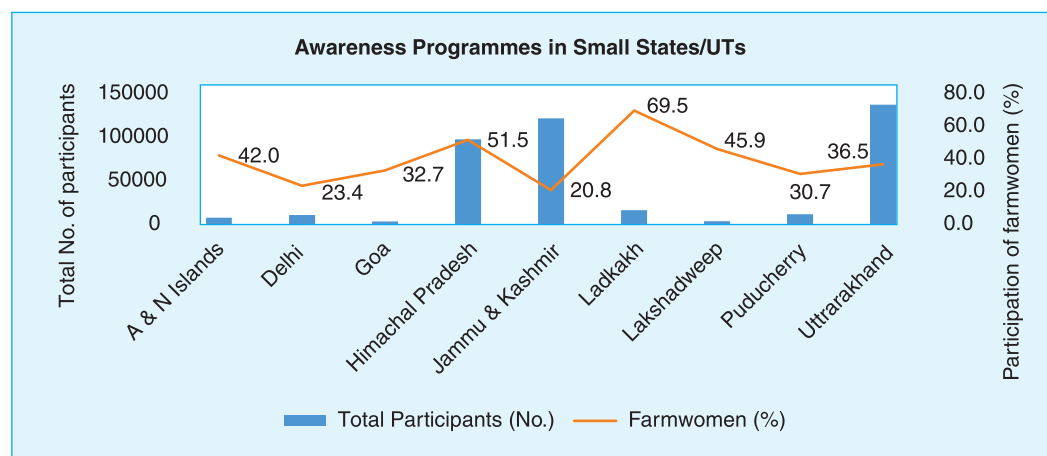
Table 3.2.3 presents the details of awareness programmes/events organized in small States and Union Territories. Collectively, the programmes covered 59 districts and 6,325 villages, with 5,602 awareness programmes/events conducted. These activities reached a total of 4,06,448 participants, comprising 2,58,708 male and 1,47,740 female participants.

Among the States/UTs, Uttarakhand recorded the highest outreach, with 1,059 programmes/events conducted across in 13 districts, reaching 1,37,084 participants of 1,820 villages. This was followed by Jammu & Kashmir, where 1,663 programmes were organized, reaching 1,21,251 participants. Himachal Pradesh also recorded substantial outreach, with 1,823 programmes covering 1,614 villages and reaching 97,254 participants. Other States/UTs, including Delhi, Ladakh, Puducherry, the Andaman & Nicobar Islands, Goa and Lakshadweep, also contributed to the campaign through extensive grassroots-level awareness activities.

Table 3.2.3: Awareness Programmes/Events organized in Small States/UTs

State/UT	No. of Districts	No. of Villages	No. of programs/ Events	No. of Participants		
				Male	Female	Total
A & N Islands	3	160	160	4215	3050	7265
Delhi	4	233	226	7974	2440	10414
Goa	2	104	71	1983	965	2948
Himachal Pradesh	12	1614	1823	47148	50106	97254
Jammu & Kashmir	20	1951	1663	96091	25160	121251
Ladakh	2	164	310	4855	11038	15893
Lakshadweep	1	83	78	1724	1464	3188
Puducherry	2	196	212	7727	3424	11151
Uttarakhand	13	1820	1059	86991	50093	137084
Total	59	6325	5602	258708	147740	406448

Women accounted for a substantial 36.35% of the total participants in the awareness programmes organized across small States/UTs. Out of 4.06 lakh participants, 1.48 lakh were women, indicating strong participation of women in the campaign. The relatively high proportion of women participants demonstrates the effective outreach of the campaign among farmwomen, who play an important role in sustainable agricultural practices and soil and natural resource conservation.



Glimpses of Activities related to Awareness among Farmers during KBA (Small States/UTs)



3.2.4 Details of Awareness Programmes/Events organized in North Eastern States

Table 3.2.4 presents the coverage of awareness programmes/events organized across the eight North Eastern States. Collectively, the programmes covered 120 districts and 7,488 villages, with 8,897 awareness programmes/events conducted. These programmes reached 6,13,356 participants, comprising 3,92,121 males and 2,21,235 females.

Among the North Eastern States, Assam recorded the highest outreach, covering 32 districts and 2,369 villages through 5,343 programmes/events. It also recorded the highest participation, with 3,52,417 participants, accounting for more than half of the total participants across the region. Arunachal Pradesh covered 22 districts and 1,104 villages through 842 programmes, reaching 47,669 participants. Manipur conducted 489 programmes across 877 villages, with 28,797 participants. Meghalaya, Mizoram, Nagaland, Sikkim and Tripura together contributed substantial outreach, with each state conducting between 202 and 603 programmes and reaching between 12,581 and 48,090 participants.

Table 3.2.4: Awareness Programmes/Events organized in North Eastern States

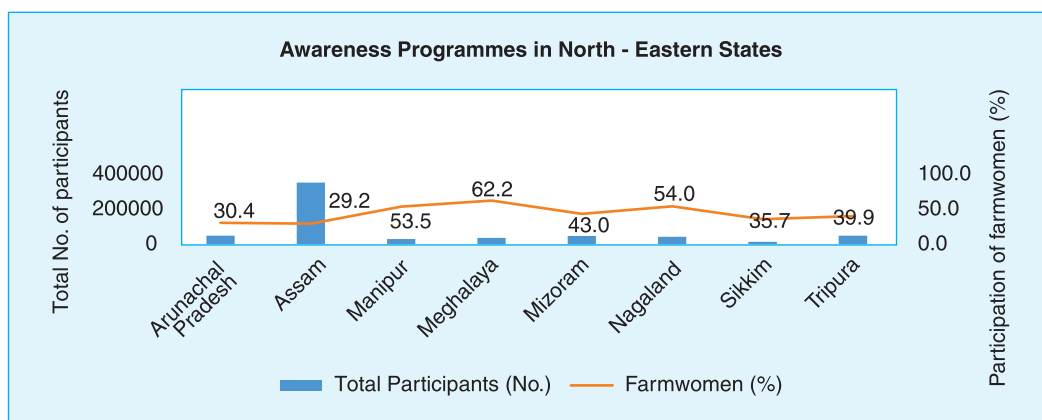
State	No. of Districts	No. of Villages	No. of pro-grams/ events	No. of Participants		
				Male	Female	Total
Arunachal Pradesh	22	1104	842	33197	14472	47669
Assam	32	2369	5343	249424	102993	352417
Manipur	15	877	489	13382	15415	28797
Meghalaya	12	655	430	13249	21818	35067
Mizoram	10	650	447	26324	19897	46221
Nagaland	15	636	541	19556	22958	42514
Sikkim	6	458	202	8085	4496	12581
Tripura	8	739	603	28904	19186	48090
Total	120	7488	8897	392121	221235	613356

Women constituted 2,21,235 participants, representing about 36.1% of the total participation in awareness programmes across the North Eastern States. The proportion of women participants was particularly high in Meghalaya (62.2%), Nagaland (54.0%)

Glimpses of Activities related to Awareness among Farmers during KBA (North Eastern States)



and Manipur (53.5%), indicating strong participation of women in awareness activities in these states. Mizoram also recorded a relatively high female participation of 43.0%, while Tripura (39.9%), Sikkim (35.7%), Arunachal Pradesh (30.4%) and Assam (29.2%) recorded comparatively lower proportions. Overall, the data indicate a substantial participation of women, with more than one-third of all participants being female, highlighting the outreach of the awareness programmes among women in the North Eastern region.



3.2.5 Awareness Programmes/events conducted in tribal districts

The KBA also created awareness about soil health and judicious use of chemical fertilizers in tribal-dominated and geographically diverse regions. The Abhiyaan has been implemented across 24 States/UTs, covering 176 districts and conducting 22,865 awareness programmes and interaction meetings, reaching a total of 13,34,53 participants.

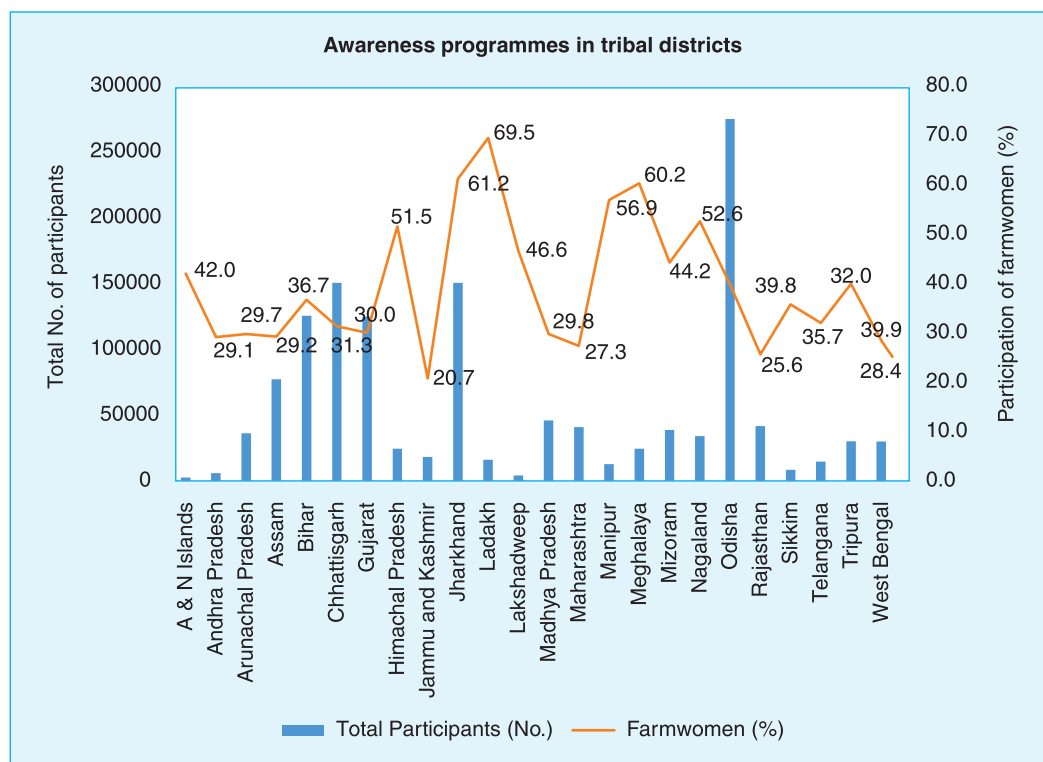
The programme has achieved particularly extensive outreach in Odisha, Jharkhand, Chhattisgarh, Bihar and Gujarat. Odisha recorded the highest number of programmes (5,103) and the highest overall participation (2,74,801), followed by Jharkhand (1,50,475) and Chhattisgarh (1,50,416). The participation recorded across States/UTs demonstrates the wide reach of the campaign in tribal-dominated and geographically diverse regions. States such as Jharkhand, Chhattisgarh, Odisha, Meghalaya, Nagaland, Mizoram, Manipur, Arunachal Pradesh, Sikkim and Tripura indicate the importance of the KBA in reaching tribal communities.

Table 3.2.5: Awareness Programmes in tribal districts

State/UT	No. of districts	No. of programs	No. of participants (Male)	No. of participants (Female)	Total No. of participants
A & N Islands	1	59	1405	1017	2422
Andhra Pradesh	1	87	4130	1694	5824
Arunachal Pradesh	16	612	25348	10714	36062
Assam	7	1169	54562	22530	77092
Bihar	6	1382	79444	45961	125405
Chhattisgarh	19	3403	103314	47102	150416
Gujarat	10	2580	87242	37410	124652
Himachal Pradesh	3	456	11787	12527	24314
Jammu and Kashmir	3	249	14414	3774	18188
Jharkhand	20	2108	58429	92046	150475
Ladakh	2	310	4855	11038	15893
Lakshadweep	1	78	2153	1880	4033
Madhya Pradesh	19	1270	32280	13674	45954
Maharashtra	5	702	29622	11142	40764
Manipur	5	163	5481	7226	12707
Meghalaya	7	288	9702	14702	24404
Mizoram	8	358	21550	17066	38616
Nagaland	11	397	16117	17872	33989
Odisha	14	5103	165527	109274	274801
Rajasthan	6	865	30889	10633	41522
Sikkim	4	135	5390	2997	8387
Telangana	1	113	9898	4652	14550
Tripura	5	377	18065	11991	30056
West Bengal	2	601	21425	8502	29927
Total	176	22,865	8,13029	5,17424	13,30,453

Women's participation forms an important dimension of KBA. Out of the 13,30,453 total participants, 5,17,424 were farm women, accounting for 38.89% of total participation, indicating meaningful participation of women in KBA.

Women's participation was particularly high in Ladakh (69.45%), followed by Jharkhand (61.17%), Meghalaya (60.24%), Manipur (56.87), Nagaland (52.58%) and Himachal Pradesh (51.52%). The relatively high participation of women is noteworthy, demonstrating that the awareness campaign has been able to engage women from diverse rural and tribal communities. The overall 38.89% women's participation is an encouraging indicator of the inclusive nature of KBA and highlights the role of women as important stakeholders in creating awareness, influencing household-level agricultural decisions and promoting responsible and sustainable management of farm resources. Further strengthening women's participation can enhance the reach, inclusiveness and social impact of KBA, particularly among tribal communities.



Glimpses of Activities related to Awareness among Farmers during KBA (States having Tribal Districts)



3.2.6 Awareness programme aspirational districts

The aspirational districts are identified by the Government of India based on key developmental indicators, with a focus on transforming districts that lag behind national benchmarks. The programme promotes convergence, stakeholder collaboration and outcome-based interventions to improve key socio-economic indicators. Under KBA also, these districts received focused attention to strengthen farmer awareness on balanced fertilizer use, soil health management and sustainable agricultural practices. The table 3.1.7 captures the geographical coverage of the campaign in terms of the number of districts covered, programmes organised, and participation of male and female participants.

A total of 5,764 awareness programmes were organised across 112 aspirational districts covering 27 States/UTs, with an overall participation of 6,78,252 persons, comprising 4,53,580 male and 2,24,672 female participants. The extensive number of programmes reflects the concerted efforts made to reach farmers and other stakeholders at the grassroots level and to create awareness on balanced and judicious use of fertilizers, soil health, integrated nutrient management and sustainable nutrient-use practices.

The participation varied considerably across States. Uttar Pradesh recorded the highest overall participation of 2,78,817 persons, including 2,08,189 men and 70,628 women, through 974 programmes across eight districts. Jharkhand recorded the second-highest participation with 75,802 participants through 787 programmes across 19 districts, followed by Bihar with 58,453 participants through 489 programmes across 13 districts. Assam, Uttarakhand, Odisha, Madhya Pradesh and Rajasthan also recorded substantial outreach. The data in the table indicate that KBA achieved considerable penetration across Aspirational districts, including districts with diverse agro-climatic, socio-economic and farming conditions.

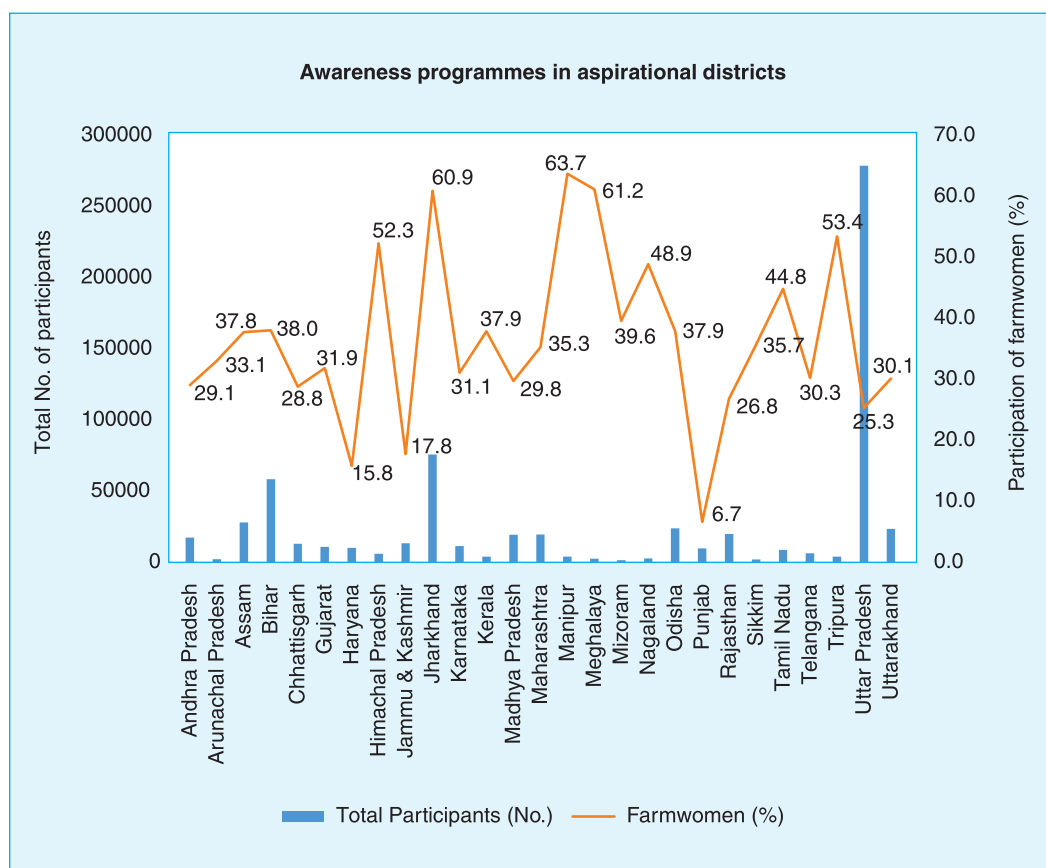
Table 3.2.6: Awareness programmes in aspirational districts

State/UT	No. of districts	No. of programs	No. of participants (Male)	No. of participants (Female)	Total No. of participants
Andhra Pradesh	3	260	12390	5083	17473
Arunachal Pradesh	1	38	1509	746	2255
Assam	7	241	17481	10615	28096

State/UT	No. of districts	No. of programs	No. of participants (Male)	No. of participants (Female)	Total No. of participants
Bihar	13	489	36214	22239	58453
Chhattisgarh	10	340	9305	3764	13069
Gujarat	2	97	7448	3482	10930
Haryana	1	214	8543	1608	10151
Himachal Pradesh	1	50	2849	3126	5975
Jammu & Kashmir	2	110	11053	2386	13439
Jharkhand	19	787	29612	46190	75802
Karnataka	2	98	7862	3547	11409
Kerala	1	37	2542	1552	4094
Madhya Pradesh	8	535	13591	5758	19349
Maharashtra	4	177	12698	6914	19612
Manipur	1	61	1446	2541	3987
Meghalaya	1	43	982	1546	2528
Mizoram	1	19	946	621	1567
Nagaland	1	31	1452	1389	2841
Odisha	10	523	14806	9040	23846
Punjab	2	77	9106	649	9755
Rajasthan	5	179	14571	5343	19914
Sikkim	1	34	1348	749	2097
Tamil Nadu	2	79	4849	3941	8790
Telangana	3	94	4489	1949	6438
Tripura	1	57	1910	2192	4102
Uttar Pradesh	8	974	208189	70628	278817
Uttarakhand	2	120	16389	7074	23463
Total	112	5764	453580	224672	678252

An important feature of the campaign was the substantial participation of women. Out of the total 6,78,252 participants, 2,24,672 were women, representing 33.1% of the total participation. In other words, approximately one-third of all participants in the awareness

programmes were women. This level of participation is significant because women play an important role in several agricultural activities, including crop production, input management and post-harvest operations. Their participation in KBA therefore enhances the potential for wider dissemination and adoption of messages on balanced fertilizer use, soil health management and sustainable agricultural practices at the household and community levels. Overall, the women's participation demonstrates that the campaign had a meaningful gender-inclusive outreach, while also highlighting scope for further strengthening women's participation in future extension and awareness programmes.



Glimpses of Activities related to Awareness among Farmers during KBA (States having Aspirational Districts)



3.2.7 Awareness programmes in top 100 fertilizer consuming districts

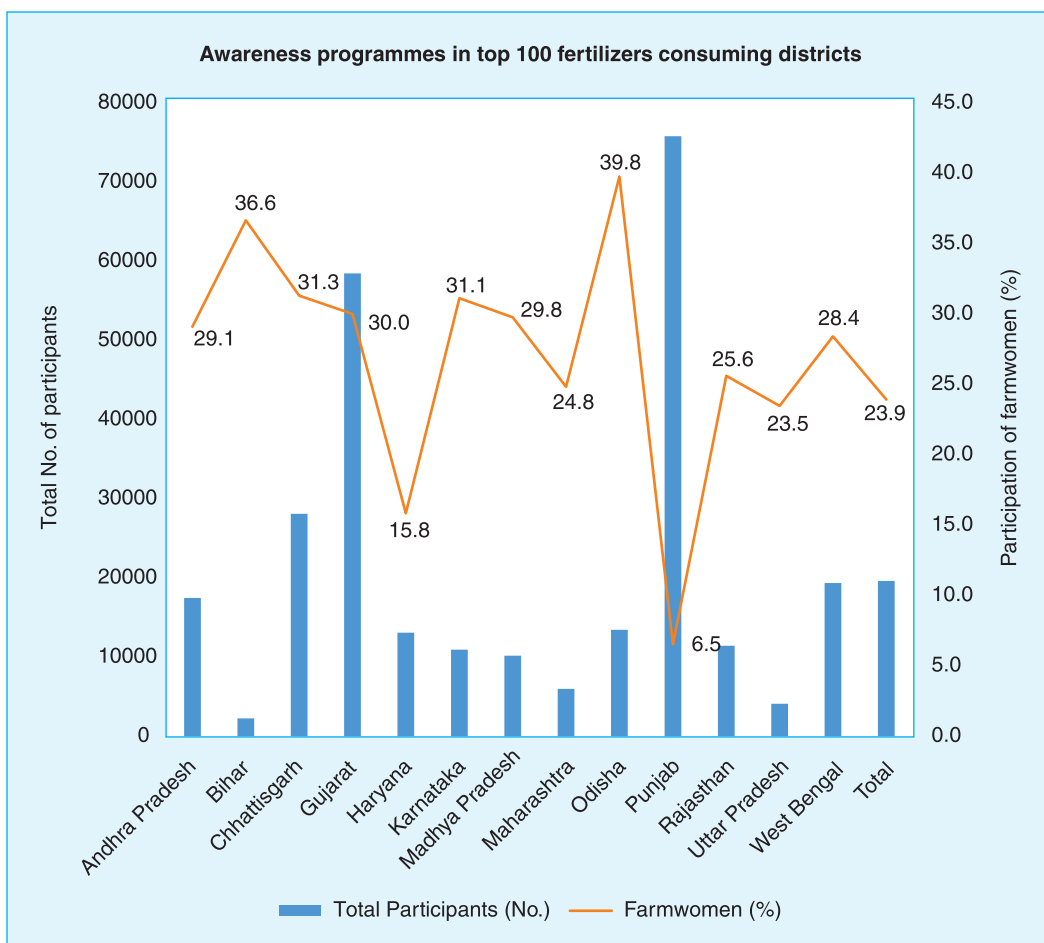
The table provides a comprehensive overview of the awareness programmes organised across the top 100 fertilizer-consuming districts in 13 States. The initiative covered 100 districts and organised 16,109 awareness programmes, reaching a total of 16,14,223 participants. The participation comprised 12,28,060 men and 3,86,163 women, demonstrating a substantial outreach of the campaign among farming communities and other stakeholders.

Among the States, Uttar Pradesh recorded the largest outreach, covering 30 districts and organising 7,074 programmes, with 10,30,428 participants, including 7,88,577 men and 2,41,851 women. This was followed by Punjab, which covered 11 districts and conducted 1,430 programmes, reaching 87,665 participants, and Rajasthan, which covered 10 districts and conducted 1,441 programmes, reaching 69,203 participants. Gujarat also recorded significant programme coverage, with 1,264 programmes across 8 districts and a total participation of 99,722. Haryana conducted 1,197 programmes across 7 districts, reaching 71,059 participants. These figures indicate that the campaign achieved particularly wide outreach in States having a substantial number of high fertilizer-consuming districts.

Table 3.2.7: Awareness programmes organised in top 100 fertilizers consuming districts

State	No. of districts	No. of programs	No. of participants (Male)	No. of participants (Female)	Total No. of participants
Andhra Pradesh	8	692	33041	13553	46594
Bihar	2	361	26481	15320	41801
Chhattisgarh	1	179	5438	2479	7917
Gujarat	8	1264	69794	29928	99722
Haryana	7	1197	59801	11258	71059
Karnataka	5	490	24655	11142	35797
Madhya Pradesh	11	735	18688	7917	26605
Maharashtra	2	281	13494	4457	17951
Odisha	1	164	11823	7805	19628
Punjab	11	1430	81938	5727	87665
Rajasthan	10	1441	51481	17722	69203
Uttar Pradesh	30	7074	788577	241851	1030428
West Bengal	4	801	42849	17004	59853
Total	100	16109	1228060	386163	1614223

The programme also witnessed participation from women across all the States covered under the campaign. In absolute terms, Uttar Pradesh recorded the highest number of women participants at 2,41,851, followed by Andhra Pradesh with 13,553, Bihar with 15,320, Gujarat with 29,928 and Rajasthan with 17,722. Overall, 3,86,163 women participated out of the total 16,14,223 participants, resulting in a women's participation rate of approximately 23.9%. Thus, nearly one-fourth of the total participants were women, while men accounted for approximately 76.1%. The participation of women across all 13 States reflects their inclusion in the awareness campaign, although the overall proportion suggests scope for further strengthening women's participation in future awareness and outreach programmes.



Glimpses of Activities related to Awareness among Farmers during KBA (States having Top 100 Fertilizer-consuming Districts)



3.3 Training programmes organized

Training has been an important part of the campaign, helping farmers understand and adopt improved and sustainable agricultural practices. Table 4.2 presents the State/UT-wise coverage of training programmes for farmers organized under KBA. A total of 6,685 training programmes were conducted across 728 districts, reaching 4,94,061 farmers. Of the total participants, 3,01,462 (61.02%) were male and 1,92,599 (38.98%) were farmwomen.

At the State/UT level, Karnataka recorded the highest number of training programmes (556), followed by Uttar Pradesh (651), Odisha (522), Maharashtra (476) and Chhattisgarh (421). In terms of total participation, Maharashtra recorded the highest number of farmers trained (61,305), followed by Karnataka (44,974), Odisha (35,303), Uttar Pradesh (27,531) and Meghalaya (27,216). The data also indicate considerable variation in women's participation across States/UTs. Women constituted more than half of the participants in 11 States/UTs, with the highest proportion reported in Meghalaya (62.60%), followed by Jharkhand (59.25%), Manipur (57.89%), Arunachal Pradesh (56.34%), Himachal Pradesh (54.75%), Nagaland (51.53%), Ladakh (66.15%), and A&N Islands (51.12%), among others.

Overall, women accounted for 38.98% of the total participants in the KBA training programmes, indicating substantial participation of farmwomen in capacity-building activities.

Table 3.3: Training programmes organized for farmers

State/UT	No. of Districts	No. of training programs	No. of Participants		
			Male	Female	Total
A & N Islands	3	9	174	182	356
Andhra Pradesh	28	347	15328	9807	25135
Arunachal Pradesh	22	305	4641	5990	10631
Assam	32	353	9216	6867	16083
Bihar	38	144	6937	3638	10575
Chhattisgarh	27	421	12374	5312	17686
Delhi	4	25	1349	241	1590
Gujarat	30	212	17061	6806	23867
Haryana	22	50	1866	551	2417

State/UT	No. of Districts	No. of training programs	No. of Participants		
			Male	Female	Total
Jammu & Kashmir	20	118	5206	1286	6492
Jharkhand	24	109	3557	5171	8728
Karnataka	31	556	30520	14454	44974
Kerala	14	263	8416	5876	14292
Ladakh	2	15	220	430	650
Lakshadweep	1	22	786	542	1328
Madhya Pradesh	40	29	1853	944	2797
Maharashtra	36	476	45037	16268	61305
Manipur	15	245	8992	12360	21352
Meghalaya	12	197	10179	17037	27216
Mizoram	10	173	12638	9644	22282
Nagaland	15	153	8389	8917	17306
Odisha	30	522	18603	16700	35303
Puducherry	2	2	75	24	99
Punjab	23	73	4503	137	4640
Rajasthan	41	172	7736	2206	9942
Sikkim	6	30	918	899	1817
Tamil Nadu	35	368	13474	11680	25154
Telangana	29	108	6971	2854	9825
Tripura	8	234	14874	10794	25668
Uttar Pradesh	75	651	18801	8730	27531
Uttarakhand	13	28	871	449	1320
West Bengal	26	139	6006	1926	7932
Total	728	6,685	3,01,462	1,92,599	4,94,061

Glimpses of Activities related to Training of Farmers during KBA (Large States)



Glimpses of Activities related to Training of Farmers during KBA (Medium-Sized States)



Glimpses of Activities related to Training of Farmers during KBA (Small States)



Glimpses of Activities related to Training of Farmers during KBA (North Eastern States)



Glimpses of Activities related to Training of Farmers during KBA (States having Tribal Districts)



Glimpses of Activities related to Training of Farmers during KBA (States having Aspirational Districts)



Glimpses of Activities related to Training of Farmers during KBA (States having Top 100 Fertilizer-consuming Districts)



3.4 Programmes organized for various stakeholders

The campaign extended beyond direct farmer outreach by organizing dedicated interaction and sensitization programmes for various stakeholder groups to enhance awareness about the importance of soil health and promote balanced and judicious use of fertilizers. Sensitization programmes were organized for representatives of Panchayati Raj Institutions (PRIs), including current and former *Sarpanchs* and *Panchs*. Interface meetings were also conducted with input dealers, while interaction meetings were organized with members of Self-Help Groups (SHGs), Farmer Producer Organizations

(FPOs), Custom Hiring Centres (CHCs), Primary Agricultural Credit Societies (PACS), and other relevant stakeholders. These engagements facilitated wider dissemination of messages on soil health, sustainable nutrient management and responsible input use at the grassroots level.

A total of 4,779 stakeholder-oriented programmes were organized across the States/UTs, benefiting 2,38,366 participants. Among these, 2,473 programmes were organized with *Sarpanchs* and *Panchs*, covering 1,33,992 participants. In addition, 759 interface meetings with input dealers were conducted, with 24,187 participants. Further, 1,547 interaction programmes with members of SHGs, FPOs and CHCs were organized, reaching 80,187 participants.

The *Sarpanchs* and *Panchs* programmes accounted for the largest share of both programmes and participation. Bihar recorded the highest number of such programmes (751) and the highest participation (55,663), followed by Jharkhand with 531 programmes and 36,194 participants. Karnataka



also recorded substantial participation, with 72 programmes involving 7,623 participants, while Andhra Pradesh organized 67 programmes covering 7,036 participants.

The interface meetings with input dealers were particularly prominent in Rajasthan, which conducted the highest number of meetings (127) involving 1,870 participants, followed by Karnataka with 96 meetings and 3,854 participants. Maharashtra organized 68 meetings with 730 participants, while Uttar Pradesh conducted 49 meetings involving 925 participants.

The interaction programmes with SHGs/FPOs/CHCs were highest in Karnataka, which organized 103 programmes involving 9,171 participants, followed by Odisha with 180 programmes and 8,473 participants, and Punjab with 72 programmes and 8,192 participants. Jammu & Kashmir recorded 66 programmes with the highest participation of 6,571, while West Bengal organized 98 programmes involving 5,236 participants.

Overall, the table demonstrates that KBA adopted a multi-stakeholder approach, extending beyond direct engagement with farmers to include local elected representatives, agricultural input dealers, and farmer- and community-based organizations. Such stakeholder engagement



helped strengthen awareness, promote coordinated action, improve access to appropriate agricultural inputs and technologies, and facilitate wider dissemination of messages on balanced and judicious fertilizer use, soil health, sustainable nutrient management and natural farming.

Table 3.4: Programmes organized for stakeholders

State/UT	<i>Sarpanchs and Panchs Sammelan</i>		Interface meeting with Input dealers		Interaction with members of SHGs/ FPOs/ CHCs	
	No.	Participants	No.	Participants	No.	Participants
A & N Islands	6	131	4	40	11	419
Andhra Pradesh	67	7036	39	2523	63	3748
Arunachal Pradesh	13	398	4	57	55	1143
Assam	17	868	22	1010	58	2603
Bihar	751	55663	26	1078	31	1771
Chhattisgarh	229	4331	24	599	118	3850
Delhi	0	0	0	0	4	70
Goa	21	537	2	47	5	14
Gujarat	48	179	14	89	33	281
Haryana	29	210	6	147	32	1430

State/UT	<i>Sarpanchs and Panchs Sammelan</i>		Interface meeting with Input dealers		Interaction with members of SHGs/ FPOs/ CHCs	
	No.	Participants	No.	Participants	No.	Participants
Himachal Pradesh	26	1179	19	807	49	2347
Jharkhand	531	36194	12	293	111	4787
Karnataka	72	7623	96	3854	103	9171
Kerala	10	943	34	921	24	959
Ladakh	8	265	0	0	14	536
Lakshadweep	0	0	0	0	2	47
Madhya Pradesh	7	219	11	502	18	1412
Maharashtra	164	761	68	730	116	2120
Meghalaya	6	1537	1	5	11	2577
Mizoram	38	53	1	20	7	890
Nagaland	4	372	1	40	9	555
Odisha	56	4098	18	744	180	8473
Puducherry	0	0	0	0	1	78
Punjab	61	4162	31	1755	72	8192
Rajasthan	71	688	127	1870	51	1056
Sikkim	0	0	0	0	3	63
Tamil Nadu	10	559	24	825	37	1836
Telangana	22	1398	20	861	31	1575
Tripura	0	0	0	0	3	403
Uttar Pradesh	134	1573	49	925	72	1210
Uttarakhand	24	867	16	490	55	4234
West Bengal	6	286	56	2443	98	5236
Total	2,473	1,33,992	759	24,187	1547	80,187

3.5 Demonstrations organized at farmers' field

The demonstrations covered a wide range of technologies and practices aimed at improving soil health, reducing dependence on external inputs and promoting sustainable farming. In this campaign, demonstrations covered various aspects of soil health improvement, balanced and judicious fertilizer use, sustainable nutrient management, natural farming, promotion of pulses and oilseeds and others. The table in Annexure-II presents the State/UT-wise demonstrations organized under KBA. A total of 98,722 demonstrations were conducted across 34 States/UTs, reaching 4,78,759 participants. The purpose of conducting the demonstrations was to promote the adoption of balanced and judicious fertilizer use, sustainable nutrient management, soil health improvement and other recommended agricultural practices.



Among the States/UTs, Gujarat recorded the highest number of demonstrations (15,730), followed by Maharashtra (16,626), Uttar Pradesh (14,960), Rajasthan (9,325) and Odisha (6,026). In terms of participation, Odisha recorded the highest number of participants (56,253), followed by Karnataka (48,109), Mizoram (46,715), Meghalaya (44,763) and Maharashtra (33,110).

The data also shows considerable variation in the average participation per demonstration across States/UTs. Several North-Eastern States and Union Territories, such as Mizoram, Meghalaya, Nagaland, Tripura and Ladakh, recorded relatively high participation per demonstration, indicating that demonstrations in these regions often involved larger groups of participants. Overall, the figures demonstrate the wide geographical reach and substantial grassroots-level engagement of KBA through practical demonstrations across the country.

Among the different interventions, FLDs/CFLDs on *Kharif* oilseeds accounted for the highest number of demonstrations (26,023), followed by Bio-fertilizers/Biologicals (21,425) and Green Manuring through *Dhaincha* (15,443). Demonstrations on Kharif pulses (10,230), Miscellaneous practices (6,271) and Integrated Nutrient Management (INM) (5,650) constituted a significant share.

In terms of participation, Bio-fertilizers/Biologicals recorded the highest participation with 97,346 participants, closely followed by Natural Farming (94,280) and miscellaneous demonstrations (81,630). Green manuring through *Dhaincha* involved 71,188 participants, while INM demonstrations reached 50,666 participants.

Overall, the demonstrations provided a practical platform for farmers to learn and adopt eco-friendly nutrient management practices, green manuring, bio-fertilizers, Natural Farming and improved production technologies for pulses and oilseeds, thereby contributing to the objectives of KBA.

Table 3.5 Demonstrations conducted on different aspects

Demonstrations	No. of demonstrations	No. of participants
Green Manuring (<i>Dhaincha-Sesbania</i>)	15443	71188
Green Manuring (Sunn Hamp: <i>Crotalaria juncea</i>)	2691	12607
Green Manuring (Moong)	3704	15578
Bio-fertilizers/Biologicals	21425	97346
Natural Farming	5763	94280
Fermented Organic Manure (FOM)	1522	16254
Integrated Nutrient Management (INM)	5650	50666
Frontline Demonstrations (FLDs)/Cluster Frontline Demonstrations (CFLDs) on Pulses (<i>Kharif</i>)	10230	11678
FLDs/CFLDs on Oilseeds (<i>Kharif</i>)	26023	27532
Miscellaneous	6271	81630
Total	98,722	4,78,759

Glimpses of Activities related to Demonstrations among Farmers during KBA (Large States)



Glimpses of Activities related to Demonstrations among Farmers during KBA (Medium-Sized States)



Glimpses of Activities related to Demonstrations among Farmers during KBA (Small States)



Glimpses of Activities related to Demonstrations among Farmers during KBA (North Eastern States)



Glimpses of Activities related to Demonstrations among Farmers during KBA (States having Tribal Districts)



Glimpses of Activities related to Demonstrations among Farmers during KBA (States having Aspirational Districts)



Glimpses of Activities related to Demonstrations among Farmers during KBA (States having Top 100 Fertilizer-consuming Districts)



4. Support of Public Representatives

The success, visibility and wider acceptance of the KBA was significantly strengthened by the active participation and support of public representatives across the country. The involvement of Governors, Lt Governors, Chief Ministers, Union Ministers, Ministers in different State Governments, Members of Parliament (MPs), Members of Legislative Assemblies (MLAs), Panchayati Raj representatives and other elected and public representatives provided an important institutional and social dimension to the campaign. Their participation demonstrated that the protection of soil, judicious use of agricultural inputs and promotion of sustainable farming are not merely technical concerns, but matters of wider public interest and national importance.

The KBA was conceived as a nationwide people's movement for restoring soil health and promoting sustainable agricultural development through scientific nutrient management. The campaign placed particular emphasis on balanced and need-based fertilizer use, soil-test-based fertilizer recommendations, Integrated Nutrient Management (INM), green manuring, organic manures, biofertilizers, bio-inputs, Natural Farming, crop-residue management and climate-resilient agricultural practices. In this context, the participation of public representatives helped translate these technical messages into locally relevant and easily understood messages for farming communities.

The presence of eminent public representatives in KBA programmes also enhanced the credibility of the campaign and encouraged farmers, scientists, extension personnel and local institutions to work collectively towards sustainable agriculture. Their interaction with farmers provided an opportunity to communicate the importance of conserving soil and other natural resources, reducing excessive dependence on chemical inputs, improving nutrient-use efficiency and adopting environmentally responsible agricultural practices.

The participation of VVIPs and elected representatives provided strong institutional and political visibility to the KBA and helped reinforce its messages at the State and district levels. These VVIPs participated at 371 locations in KBA activities across 30 States/UTs, comprising 10 Governors/Lt Governors and Chief Ministers of different states/UTs, 44 Union Ministers, 62 Ministers representing various state governments, 46 MPs and 209 MLAs/MLCs.

The participation was particularly significant at the State Ministers and MLA/MLC levels, which together accounted for 271 participants, indicating strong engagement



of State governments and elected representatives in field-level campaign activities. The participation of 44 Union Ministers and 46 Members of Parliament further strengthened the national visibility and outreach of the campaign.

The State and UT-wise details of participation of VVIPs are given in Annexure-III. Among the States, Bihar recorded the highest participation with 45 VVIPs, followed by Madhya Pradesh (36), West Bengal (34), Uttar Pradesh (29), Rajasthan (24) and Andhra Pradesh (22). Notable participation was also recorded in Tripura (19), Jammu & Kashmir (17), Uttarakhand (17), Gujarat (16) and Karnataka (14).

The participation of Governors and Chief Ministers was recorded in several States, including Governors/LGs in Ladakh, Mizoram and Puducherry, and Chief Ministers in Chhattisgarh, Haryana, Rajasthan, Tripura and Uttarakhand. Their participation, along with that of Union and State Ministers, MPs and MLAs/MLCs, helped bring greater visibility to KBA activities and strengthened the involvement of public representatives in promoting soil health conservation, balanced fertilizer use and sustainable agricultural practices.

Overall, the participation of 371 VVIPs and elected representatives demonstrates the broad institutional support and high-level engagement generated by KBA, complementing the extensive grassroots mobilisation undertaken through KVKs, ICAR institutions and other participating organisations.

The messages delivered by public representatives reveal a strong convergence around several core principles:

- Healthy soil as the foundation of productive agriculture;
- Balanced and judicious use of fertilizers;
- Soil-test-based nutrient management;
- Promotion of organic and Natural Farming;
- Use of green manure, biofertilizers and other biological inputs;
- Scientific utilization of crop residues;
- Conservation of water and other natural resources;
- Crop diversification and climate-resilient agriculture;
- Reduction of cultivation costs and improvement of farm profitability; and
- Collective participation of farmers, scientists, institutions and local communities.

These messages complemented the scientific and technical interventions undertaken under KBA. Rather than simply communicating the campaign's objectives, public representatives helped reinforce the behavioural dimension of KBA by encouraging farmers to translate knowledge into everyday farm practices.

For instance, the message that converting farm residues into organic manure can transform agricultural waste into a productive resource directly supports the KBA emphasis on residue management and soil-health improvement. Similarly, the call for balanced fertilizer use based on soil testing reinforces the campaign's objective of reducing indiscriminate application of fertilizers while maintaining crop productivity.

Glimpses related to Participation of VVIPs during Khet Bachao Abhiyaan



Glimpses related to Participation of VVIPs during *Khet Bachao Abhiyaan*



Glimpses related to Participation of VVIPs during *Khet Bachao Abhiyaan*



Glimpses related to Participation of VVIPs during Khet Bachao Abhiyaan



Glimpses related to Participation of VVIPs during *Khet Bachao Abhiyaan*



Glimpses related to Participation of VVIPs during *Khet Bachao Abhiyaan*



Glimpses related to Participation of VVIPs during *Khet Bachao Abhiyaan*



Glimpses related to Participation of VVIPs during *Khet Bachaao Abhiyaan*



Glimpses related to Participation of VVIPs during Khet Bachao Abhiyaan



5. Messages Amplified through Diverse Media

Print and Electronic Media coverage

The scale and geographical spread of the KBA necessitated a communication strategy that extended beyond direct field-level engagement. While awareness programmes, training sessions and demonstrations enabled face-to-face interaction with farmers, print, broadcast and digital media significantly amplified the campaign's reach, carrying its key messages on soil health, balanced fertilizer use and sustainable agricultural practices to a much wider audience across the country.

The campaign was covered by 5,397 newspapers, 660 TV channels, 1,538 electronic portals and 2,433 YouTubers, reflecting extensive dissemination through both traditional and emerging media.

Dedicated 426 radio talks and 391 TV talks further strengthened the communication outreach by providing platforms for experts, agricultural scientists and campaign representatives to discuss the importance of soil health, balanced and judicious fertilizer use, reduction in excessive use of DAP and urea, integrated nutrient management, use of bio-fertilizers and organic inputs, green manuring, and adoption of sustainable agricultural practices.

Print and Electronic Media coverage (No.)

- | | |
|----------------------------------|--------|
| • Radio Talk | : 426 |
| • TV Talk | : 391 |
| • New Papers covered KBA | : 5397 |
| • TV channels covered KBA | : 660 |
| • YouTubers Covered KBA | : 2433 |
| • Electronic Portals covered KBA | : 1538 |

The state and UT-wise details of media coverage is given in Annexure-IV. Karnataka recorded the highest number of newspaper coverages (854) and radio talks (91), while Bihar had the highest newspaper coverage after Karnataka (692). Punjab recorded the highest coverage through YouTubers (921), followed by Uttar Pradesh (754). Karnataka also recorded substantial TV-channel coverage (102), while Odisha (80) and Jammu & Kashmir (46) were among the other States with notable television coverage. Electronic

portal coverage was particularly high in Meghalaya (141), Punjab (168), Odisha (114), Uttarakhand (115), Chhattisgarh (100) and Jammu & Kashmir (121).

The State-wise variation reflects the use of locally relevant media channels and communication networks to amplify KBA messages. The combined presence across traditional and digital media created a multi-platform communication ecosystem, reinforcing messages on soil health conservation, judicious use of fertilizers, reduction in excessive DAP and urea application, green manuring, bio-inputs and sustainable nutrient management.

The extensive media coverage helped transform KBA from a field-level awareness initiative into a broad-based national communication campaign, reinforcing the message of protecting soil health and promoting efficient and sustainable use of agricultural inputs. The combined presence across newspapers, television, radio, electronic portals and YouTube also enabled the campaign to reach audiences through multiple communication channels and formats, thereby enhancing the visibility and public outreach of the Abhiyaan.

Social Media Outreach

The campaign has also made strong use of digital platforms to take its message beyond physical events and villages. The Abhiyaan has evolved into a large-scale national campaign, while combining awareness, farmer training, stakeholder engagement, field demonstrations and digital

Social Media reach (No. in Crore)

• WhatsApp	: 1.29
• Facebook	: 2.22
• X	: 0.26
• Other social media	: 1.20
• Total social media reach	: 4.97

communication. The details of social media reach have been given in Annexure-V. It shows the extensive social media outreach achieved under the KBA across 34 States/UTs. A total of 4.97 crore social media engagements/reach were reported through WhatsApp, Facebook, X and other social media platforms. Facebook accounted for the largest share (2.22 crore), followed by WhatsApp (1.29 crore), other social media platforms (1.20 crore), and X (26.51 lakh). This indicates that the campaign used a combination of mainstream and emerging digital platforms to disseminate KBA messages beyond the physical reach of field programmes.



Among States/UTs, Andhra Pradesh recorded the highest reported social media outreach (77.78 lakh), followed by Uttar Pradesh (75.21 lakh), Tamil Nadu (54.10 lakh), Maharashtra (44.27 lakh), and Punjab (43.40 lakh). These States together contributed a substantial share of the overall digital outreach. Significant outreach was also recorded in Jammu & Kashmir (23.33 lakh), Karnataka (20.80 lakh), Bihar (19.05 lakh), Madhya Pradesh (17.36 lakh) and West Bengal (12.74 lakh).

The data also demonstrate the multi-platform nature of KBA communication. WhatsApp enabled direct and rapid dissemination of campaign messages through networks of farmers, field functionaries and stakeholders; Facebook provided a major platform for wider public outreach; X supported timely dissemination and amplification of campaign updates; while other social media platforms further extended the campaign's digital footprint.

Overall, the social media campaign complemented the extensive field-level activities of KBA by amplifying messages on soil health, balanced fertilizer use, judicious use of DAP and urea, green manuring, bio-inputs and sustainable agricultural practices, thereby creating a broad digital communication network across the country.

Social Media Outreach (during KBA)



6. A Chronicle of Media Coverage

The *Khet Bachao Abhiyaan* (KBA) received wide attention across print and other media platforms. The newspaper clippings compiled in this section provide a visual record of the campaign's field activities, farmer participation, public representative engagement, demonstrations and messages on soil health, balanced fertilizer use and sustainable agriculture.

वैज्ञानिकों ने किसानों को बताए मिट्टी बचाने और उत्पादन बढ़ाने के उपाय

'खेत बचाओ अभियान' के तहत किसान जागरूकता कार्यक्रम आयोजित

कैथन संवाददाता • रायचौरी/रायचौरी
मो. 98236362115

कृषि विज्ञान केंद्र रायचौरी, भारतीय मृदा विज्ञान संस्थान भोपाल एवं कृषि विकास विभाग के संयुक्त तत्वावधान में किसानों के जागरूकता कार्यक्रम के तहत किसान जागरूकता कार्यक्रम आयोजित किया गया। कार्यक्रम को अग्रजित जिला पंचायत अध्यक्ष वरुण मोहन ने को।

कार्यक्रम में कृषि एवं मृदा विज्ञान केंद्र के मिट्टी के स्वास्थ्य संरक्षण, मृदागुण उन्नयन उपायों तथा प्राकृतिक खेती के महत्व को जानकारी दी। कार्यक्रम में भारतीय मृदा विज्ञान संस्थान भोपाल के वैज्ञानिक डॉ. ए.के. मिश्रा, कृषि विज्ञान केंद्र रायचौरी



भारतीय मृदा विज्ञान संस्थान के वैज्ञानिकों ने किसानों को सूचित किया कि मिट्टी को कैसे बचाया जाए।

के वैज्ञानिक एवं प्रमुख डॉ. स्वर्णल दुबे, वैज्ञानिक अशोक कुमार सूर्यवंशी, कृषि विकास अधिकारी सी.एल. अरिस्वा, सहायक मंडल मीरा एवं सुदीर्घा शर्मा सहित सभी संस्था में किसान उपस्थित रहे। जिला पंचायत अध्यक्ष वरुण मोहन ने किसानों को संबोधित करते हुए कहा कि रासायनिक उर्वरकों के असांगुणित उपयोग से मिट्टी की उर्वरता

घटती है। उन्होंने किसानों से ही खाद, जैविक एवं प्राकृतिक खेती को अपनाने तथा मृदा परीक्षण के आधार पर उर्वरकों का उपयोग करने का आग्रह किया। वैज्ञानिक डॉ. स्वर्णल दुबे ने किसानों को बताया कि मिट्टी को पुनर्वसन सुधारने के लिए, बैंग, सन, मूग, उड़द और सोयाबीन जैसी फसलों को हरी खाद के रूप में उपयोग किया जा सकता है।

कृषि पर कार्यक्रम • प्राकृतिक एवं जैविक खेती अपनाने का आग्रह, किसानों को दिशा दे गई रायचौरी

किसानों ने लिया 'स्वस्थ किसान-समृद्ध भारत' का संकल्प

भारत को जैविक खेती की राह पर ले जाने के लिए किसानों को दिशा दे दी गई। कार्यक्रम में किसानों को बताया कि मिट्टी को कैसे बचाया जाए। कार्यक्रम में कृषि एवं मृदा विज्ञान केंद्र के मिट्टी के स्वास्थ्य संरक्षण, मृदागुण उन्नयन उपायों तथा प्राकृतिक खेती के महत्व को जानकारी दी। कार्यक्रम में भारतीय मृदा विज्ञान संस्थान भोपाल के वैज्ञानिक डॉ. ए.के. मिश्रा, कृषि विज्ञान केंद्र रायचौरी



भारतीय मृदा विज्ञान संस्थान के वैज्ञानिकों ने किसानों को सूचित किया कि मिट्टी को कैसे बचाया जाए।

कार्यक्रम में कृषि एवं मृदा विज्ञान केंद्र के मिट्टी के स्वास्थ्य संरक्षण, मृदागुण उन्नयन उपायों तथा प्राकृतिक खेती के महत्व को जानकारी दी। कार्यक्रम में भारतीय मृदा विज्ञान संस्थान भोपाल के वैज्ञानिक डॉ. ए.के. मिश्रा, कृषि विज्ञान केंद्र रायचौरी

कार्यक्रम में कृषि एवं मृदा विज्ञान केंद्र के मिट्टी के स्वास्थ्य संरक्षण, मृदागुण उन्नयन उपायों तथा प्राकृतिक खेती के महत्व को जानकारी दी। कार्यक्रम में भारतीय मृदा विज्ञान संस्थान भोपाल के वैज्ञानिक डॉ. ए.के. मिश्रा, कृषि विज्ञान केंद्र रायचौरी

किसानों ने लिया टिकाऊ कृषि का संकल्प, रसायनों से दूर रहने भी हामी

कृषि विज्ञान केंद्र रायचौरी, भारतीय मृदा विज्ञान संस्थान भोपाल एवं कृषि विकास विभाग के संयुक्त तत्वावधान में किसानों के जागरूकता कार्यक्रम के तहत किसान जागरूकता कार्यक्रम आयोजित किया गया। कार्यक्रम को अग्रजित जिला पंचायत अध्यक्ष वरुण मोहन ने को।



कार्यक्रम में कृषि एवं मृदा विज्ञान केंद्र के मिट्टी के स्वास्थ्य संरक्षण, मृदागुण उन्नयन उपायों तथा प्राकृतिक खेती के महत्व को जानकारी दी। कार्यक्रम में भारतीय मृदा विज्ञान संस्थान भोपाल के वैज्ञानिक डॉ. ए.के. मिश्रा, कृषि विज्ञान केंद्र रायचौरी

हरिभूमि

किसानों को जैविक खेती अपनाने मंत्री जायसवाल ने किया प्रेरित

कृषि विज्ञान केंद्र रायचौरी, भारतीय मृदा विज्ञान संस्थान भोपाल एवं कृषि विकास विभाग के संयुक्त तत्वावधान में किसानों के जागरूकता कार्यक्रम के तहत किसान जागरूकता कार्यक्रम आयोजित किया गया। कार्यक्रम को अग्रजित जिला पंचायत अध्यक्ष वरुण मोहन ने को।

हरिभूमि

प्राकृतिक एवं जैविक खेती पर कार्यशाला

कृषि विज्ञान केंद्र रायचौरी, भारतीय मृदा विज्ञान संस्थान भोपाल एवं कृषि विकास विभाग के संयुक्त तत्वावधान में किसानों के जागरूकता कार्यक्रम के तहत किसान जागरूकता कार्यक्रम आयोजित किया गया। कार्यक्रम को अग्रजित जिला पंचायत अध्यक्ष वरुण मोहन ने को।

हरिभूमि

किसानों को जैविक खेती अपनाने मंत्री जायसवाल ने किया प्रेरित

कृषि विज्ञान केंद्र रायचौरी, भारतीय मृदा विज्ञान संस्थान भोपाल एवं कृषि विकास विभाग के संयुक्त तत्वावधान में किसानों के जागरूकता कार्यक्रम के तहत किसान जागरूकता कार्यक्रम आयोजित किया गया। कार्यक्रम को अग्रजित जिला पंचायत अध्यक्ष वरुण मोहन ने को।

प्राकृतिक खेती और धरती को बचाने की जरूरत

आयोजन ● कृषि विज्ञान केंद्र में आयोजित कृषक संगोष्ठी, किसान सम्मान निधि कार्यक्रम में बोले विधायक दिनेश राय



संशोधन में प्रयुक्त: शुद्ध पदार्थों का सारा सारा + सीसी-अवस्था में प्रयुक्त

[illegible]

इन्होंने किसानों की समस्याओं को खोज कर निर्धारित काम कर प्रत्यक्ष संसदीयों के इन्होंने पर आधारित खोजों को आधार में लेते हैं। यह समस्याओं को प्रतिक पर समाधान, ऐसे प्रसन्नता कर कार्यक्रम का निर्माण सुधारित किया गया। कार्यक्रम की समीक्षा उपस्थित कर, कुछ सुझाव सुनाए गए हैं।

[illegible]

साथीजनों की संवेदीयता बढ़ती हुई विधायक दिनेश राय मुजुमदार ने अन्तर्गत विधानों की जायज बर्तनी हुई कहा कि आज बने ही वे विधायक हैं, लेकिन मुल काय की मिटटी से उठे एक किसान



इस पत्रिका में प्रकाशित सभी विचारों के लेखकों की हैं।



हृदयक समीचीन मैट्रानिडल किलान और अविद्याही-एम्बेडरी। * डॉ. क. व. लालाके मिशन

हैं। वहीं पुनर्जाति का प्रयास करने का वाक्य कि याने 200 हजार में खेती करने का संयुक्त प्रारंभ है। अनाज क्षेत्र का, लेकिन अल्प आधुनिक तकनीक के प्रयोग से इनकी ही पैदावार 100 हजार में हो जा रही है। इस बात पर खेती बचक नहीं

[illegible]

परिष्कार में आसुर राहु विधिगत कृषि
स्टालों का कार्य में विविधता विषय में
विशालता प्रदान करती, नई कृषि तकनीकों
के संबंध में विस्तृत जानकारी प्रदान
करती।

इस अवसर पर जिला पंचायत अध्यक्ष बालीजी देवीश, जसदल वेंचय्या अध्यक्ष बिक्रम भागवत, बज्जल जिला अध्यक्ष बिक्रम शिरोटे, जिला कार्यकारी सीईओ अमरकांत व बज्जलजी रविशंकर, जसदल विधान सभाई जिला अध्यक्ष प्रदीप शर्मा, धरम कौशिक, सीतल शर्मा, जिला उपअध्यक्ष सुनील शर्माजी, नमोला ठाकुर, भागवत शर्मा, जसदलपट्टीदेई बसिनी पंजी बाली, भागवत बाली पाटी, ठाकुर बलराज सिंह बाली जसदलपट्टी, विधायक अजीतदेई-कार्यपट्टी व बाली देवीश व जसदल जिला विधान सभाई को।

कृषि विज्ञान केन्द्र में किया गया जैविक कृषि कार्यशाला का आयोजन



■ स्वामि सहर (संघट्टात निर्मितपद मुखा)

जॉर्जसिर। कृषि विभाग, कृषि विज्ञान केन्द्र पूर्व कृषि महाविद्यालय के संयुक्त सहायक में कृषि विज्ञान केन्द्र जॉर्जसिर में जाता जहाँसे एक शिक्षाविद् वैज्ञानिक कृषि कार्यरत का आजीवन काम था। वैज्ञानिक कृषि कार्यरत का शुभाभ खीर मुख्तार अलीसिद्दाग परदेस पूर्व वेता अजिबसिद्दाग, अलीसिद्दाग विधानसभा की गरिमापदी इस्तेमाल में प्राप्त किया गया। विषय में विशेष रूप से अनेक जगहों पर विज्ञानसभ श्रमज, हॉमोसिद्दाग अनेक सिरी किया पंचकाम अजिबसिद्दाग, संगठन इब्नाती अजिबसिद्दाग, कियामत अनेक इस्तेमाल प्रकाश इस्तेमाल

जि. धर्मेन्द्र, गुलाब सिंह चेतन पुर
जिलाध्यक्ष भवन, भुवनेश्वर ना.
जिलाध्यक्ष किसान मोर्चा, औषधी क.
राजेंद्र राठी जिला पंचायत सदस्य, सु.
आह मय जिला पंचायत सदस्य, बृहत्प.
साह एवं श्री संघा में किसान मो.
संगठन के सदस्य एवं 500 से अधिक
किसानों ने अपनी सहभागिता दी।

कार्यक्रम का प्रारंभ ही चंदेल के उद्देश्य से किया गया। उन्होंने कार्यक्रम में जैविक खेती के फायदे और इससे किसानों को होने वाले लाभ के संबंध में किसानों को प्रोत्साहित किया। इस संवाचित कृषि सम्मेलन के द्वारा जैविक एवं प्राकृतिक खेती को बढ़ावा देने हेतु किसान द्वारा संचालित जैविक

खेती मिशन, मेसाल मिशन और नेचुरल फार्मिंग सोल्युशन्स का मिशनरों ने कुश्नी को जलवाहरी दी गई। जैविक खेती कोलाहल फैलने का जवाब देने वाले जैविक उत्पाद पोषकमूलक, जीवाणु, बीजक, ड्रमास, नील हरित, आदि, एपी कपोरथ और जैविक खाद प्रदान करें। जैविक उत्पादों और फायदे के बारे में विस्तृत रूप से जानकारी दी गई। छात्रों में जैविक खेती, सफाई चंदन और विभिन्न जैविक के फलों की योग्यता को जानकारी दी गई।

कार्यक्रम में 200 से अधिक कृषकों को निःशुल्क नैनो डीप्टी, नैनो यूरिया एवं इंदिरा गांधी कृषि विश्वविद्यालय द्वारा मुद्रित बुनियादी 2026 का विवरण किया गया।

**दैनिक
भास्कर**

कोरबा 21-06-2026

किसानों को मिला जैविक खेती और उन्नत बीजों का प्रशिक्षण

मासिक न्यूनता कोरबा



किसानों को जैविक खेती की जानकारी देते विषय विशेषज्ञ।

प्रधानमंत्री किसान सम्मान निधि योजना की 23वीं किस्त हस्तान्तरण के मौके पर शनिवार को कृषि विज्ञान केंद्र कटपोंरा में पोष्य किसान उत्सव दिवस के रूप में किसान प्रशिक्षण तथा जागरूकता कार्यक्रम का आयोजन किया। इसमें विभिन्न गांवों से आने वाली कृषि कार्यकर्ताओं ने हिस्सा लिया और कृषि के नवीन तकनीकों व शासकीय योजनाओं की विस्तृत जानकारी हासिल की।

कृषि क्षेत्र के मुख्य अतिथि डॉ. संवत्सक कृषि डॉ. किरसत केयर के विशिष्ट अतिथि बीज प्रबंधक सी. मिश्रा और बीज निष्पन्न गणेश मिश्रा उपस्थित रहे। अतिथियों ने किसानों की अधिक सुदृढ़ता में किसान किसान सम्मान निधि योजना

के महात्मा प्रज्वालित ज्ञान और उन्हें बुद्धि विजय की चेतनाओं का प्रभाव उत्पन्न होता था। परिणाम के दौरान किसानों की बुद्धि विजय से संभावित रूप से बचने में अधिकृत की विधुता जानबूझी थी। बुद्धि विजय केन्द्र के लिए विजयवादी जैसे रंग, सुलेखन प्रभाव, अर्थव्यवस्था में प्रभाव और न केवल उत्पन्न, फसल उत्पादन और बुद्धि उत्पन्न प्रभावपूर्ण जानबूझी जा रही थी।

फसलों को बीमारियों से बचाने के उपाय

खेत बचाओ अभियान बना किसानों के लिए ज्ञान का मंच, गांव-गांव पहुंच रहे कृषि विशेषज्ञ



लोकभारती न्यूज ब्यूरो

मानपुर/सीतापुर। कृषि को अधिक लाभकारी, टिकाऊ और पर्यावरण के अनुकूल बनाने के उद्देश्य से चलाया जा रहा खेत बचाओ अभियान अब किसानों के लिए केवल जागरूकता कार्यक्रम नहीं, बल्कि वैज्ञानिक खेती का व्यवहारिक पाठशाला बनता जा रहा है।

अभियान के अंतर्गत जनपद के विभिन्न विकास खंडों में आयोजित कृषक जागरूकता कार्यक्रमों में विशेषज्ञों ने किसानों को आधुनिक

तकनीक, मृदा संरक्षण और कृषि आधारित आय के नए विकल्पों की जानकारी दी। मिश्रित विकास खंड के सरसई और परसोली गांवों में आयोजित कार्यक्रम में पशुपालन वैज्ञानिक डॉ. आनंद सिंह ने किसानों को कृषि के साथ पशुपालन को जोड़ने की आवश्यकता बताई। उन्होंने कहा कि खेती और पशुपालन का समन्वय किसानों की आय बढ़ाने के साथ-साथ भूमि की उर्वरा शक्ति बनाए रखने में भी महत्वपूर्ण भूमिका निभाता है। वहीं कृषि विशेषज्ञ पवन जायसवाल ने उन्नत कृषि तकनीकों, यंत्रीकरण और मौसम आधारित

खेती की जानकारी साझा की।

जमील खान ने किसानों को कृषि विपणन, ई-नाम और बाजार संबंधी अवसरों की जानकारी दी, जबकि कमरुद्दीन और शिवांगी ने विभागीय योजनाओं एवं ग्राम पंचायत स्तर पर उपलब्ध सुविधाओं पर प्रकाश डाला। कार्यक्रम के दौरान किसानों ने विशेषज्ञों से सीधे संवाद कर अपनी समस्याओं का समाधान प्राप्त किया। कृषि वैज्ञानिकों ने स्पष्ट किया कि विकसित कृषि ही विकसित भारत का आधार है और तकनीक, वैज्ञानिक सोच तथा सामूहिक प्रयासों से ही खेती को अधिक लाभकारी बनाया जा सकता है। ग्रामीण किसानों ने अभियान को कृषि भूमि की उर्वरा शक्ति बचाने, पर्यावरण संरक्षण को बढ़ावा देने और खेती को भविष्य की चुनौतियों के अनुरूप बनाने की दिशा में एक सार्थक पहल बताया।

प्राकृतिक खेती अपनाकर बनें आत्मनिर्भर कृषि विज्ञान केंद्र सिवनी में कृषक संगोष्ठी आयोजित हुई

भारत न्यूज सिवनी। कृषि विज्ञान केंद्र में प्राकृतिक खेती कार्यक्रमों एवं कृषक संगोष्ठी का आयोजन किया गया। कार्यक्रम के मुख्य अतिथि विश्वकर्म दिनेश राय भुनसैन ने किसानों से प्राकृतिक खेती अपनाने का आह्वान करते हुए कहा कि प्राकृतिक खेती से उत्पादन लागत कम होती है, भूमि की उर्वरा शक्ति बढ़ती है तथा पर्यावरण संरक्षण को भी बढ़ावा मिलता है। उन्होंने किसानों को रासायनिक खेती पर निर्भरता कम कर प्राकृतिक संसाधनों के उपयोग पर आधारित खेती को अपनाने के लिए प्रेरित किया। उपस्थित कृषि सुमीर कुमार भुने ने जिले में प्राकृतिक खेती को बढ़ावा देने के लिए विभाग द्वारा संचालित खेतीबिस्वो एवं योबनाओं की जानकारी दी। कार्यक्रम में कृषि वैज्ञानिक डॉ. शेखर सिंह बोस ने प्राकृतिक एवं



जैविक खेती की तकनीकों, संतुलित उर्वरक उपयोग तथा मृदा परीक्षण के महत्व पर विस्तार से जानकारी दी। वहीं कृषि वैज्ञानिक डॉ. निखिल सिंह ने किसानों को जीवमूल, बीजामृत एवं दूधमूला अर्क के निर्माण और उपयोग को प्रायोगिक जानकारी प्रदान की। कार्यक्रम स्थल पर विभिन्न विभागों द्वारा लगाए गए स्टैंडों के माध्यम से किसानों को प्राकृतिक खेती से उपजावट अनाज, सब्जियां, फलों-खेलार सिंह बोस ने प्राकृतिक एवं

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दैनिक
भारत

अलवर जिला 04-06-2026

खेती • बहादुरपुर • अलावड़ा • पिनान

रामगढ़ में केंद्रीय कृषि राज्यमंत्री रामनव ठाकुर ने किया 'खेत बचाओ अभियान' का शुभारंभ
किसानों से प्राकृतिक खेती करने का आह्वान किया, रासायनिक खाद के दुष्प्रभावों पर चर्चा

बहादुरपुर में कृषि विज्ञान केंद्र में प्राकृतिक खेती कार्यक्रम का शुभारंभ किया गया। कार्यक्रम के मुख्य अतिथि केंद्रीय कृषि राज्यमंत्री रामनव ठाकुर ने किसानों से प्राकृतिक खेती अपनाने का आह्वान करते हुए कहा कि प्राकृतिक खेती से उत्पादन लागत कम होती है, भूमि की उर्वरा शक्ति बढ़ती है तथा पर्यावरण संरक्षण को भी बढ़ावा मिलता है। उन्होंने किसानों को रासायनिक खेती पर निर्भरता कम कर प्राकृतिक संसाधनों के उपयोग पर आधारित खेती को अपनाने के लिए प्रेरित किया। उपस्थित कृषि सुमीर कुमार भुने ने जिले में प्राकृतिक खेती को बढ़ावा देने के लिए विभाग द्वारा संचालित खेतीबिस्वो एवं योबनाओं की जानकारी दी। कार्यक्रम में कृषि वैज्ञानिक डॉ. शेखर सिंह बोस ने प्राकृतिक एवं



जैविक खेती की तकनीकों, संतुलित उर्वरक उपयोग तथा मृदा परीक्षण के महत्व पर विस्तार से जानकारी दी। वहीं कृषि वैज्ञानिक डॉ. निखिल सिंह ने किसानों को जीवमूल, बीजामृत एवं दूधमूला अर्क के निर्माण और उपयोग को प्रायोगिक जानकारी प्रदान की। कार्यक्रम स्थल पर विभिन्न विभागों द्वारा लगाए गए स्टैंडों के माध्यम से किसानों को प्राकृतिक खेती से उपजावट अनाज, सब्जियां, फलों-खेलार सिंह बोस ने प्राकृतिक एवं

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पत्रिका

समायनिक उर्वरकों और कीटनाशकों के दुष्प्रभावों से बचाव को लेकर किसानों को किया जागृत

खेत बचाओ अभियान' से किसानों में जगी नई चेतना, गांव-गांव पहुंच रहे कृषि वैज्ञानिक

केजीके, कृषि विभाग एवं आत्मा सिरौही का संयुक्त अभियान, मिट्टी संरक्षण पर दिया जा रहा जोर



विशेष: विद्युत की गुणवत्ता और काली धूप सेक तक-विशेष में सेक तक

उत्पत्ति के बारे में अलग-अलग विचार हैं।

कीटनाशकों के अध्याधुनिक उपयोग से प्रभावित हो रही मिट्टी

अधिकांश कीट प्रभावित करने के लिए कीटनाशकों का प्रयोग किया जाता है।

४१. **सर्वीष प्रदान विज उज्जयन्त**, सर्वषि वैजयन्ति एव अजयन्त, वैजयि विजयि।
 सोमनाथं ये विजयन्ते ये भुवि राजन्त
 ते संकरा एव ज्ञानकावन्त उदयो वे
 विजयि तेषां ।
 विजयिन्ते ये विजयन्ते को भवत्य
 विः भुवन्ति, तैरुपैते तस्य राजन्ति च
 विजयन्तः ।
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 विजयन्तः ।

निष्ठा, समन्वय एवं समन्वयित्व पर हृदय विचार-विमर्श, संस्थाओं को निष्ठा प्रेरित

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सिरोही | 22/06/2020

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खेत बचाओ अभियान : किसानों को मिट्टी की सेहत सुधारने और उर्वरकों के संतुलित उपयोग के बारे में किया जागरूक

मधेरा न्यूज/ कैलाश
आहुजा



संत बघाजी अभियान- के तहत, आयोजित किए जा चुके

संरक्षण) डॉ. टवी शर्मा ने किसानों को धान के पौधों में सर्वोद पीठ वाले पदम होस (इन्सुलीसोस) की निर्धारित नियतनी करने और आवश्यकता पड़ने पर अनुसमिल कीटनाशकों का उपयोग करने की मला दी।

उन्होंने खेलों की निर्णायक निगरानी और संरक्षण दिखाने पर मक्का की फसल को फूल आशीर्वाद से बढ़ाने के लिए प्रार्थना की।

यद्यपि ये फसलपोषक तत्वों के अनुपस्थिति में पौधों का उपयोग किया गया है, तो धान की फसल में इस तत्वों का उपयोग करने की आवश्यकता नहीं है।

उन्होंने किसानों को खान में आवश्यकता अनुसार यूरिया उर्वरक का उपयोग करने को समझा दी और कहा कि मध्यम अर्धच की किस्मों में यूरिया का प्रयोग 7, 21 और 42 दिनों के बाद करना चाहिए, जबकि पीनार-126 जैसे अल्प अर्धच की किस्मों में यूरिया का प्रयोग 7, 21 और 35 दिनों के बाद करना

प्रावित। उन्होंने किसान विविधता को बढ़ावा देने के लिए खरीफ मकका की खेती का सफा ब्यापन की अतीत की और मकका की नई संकर किस्म पोस्टमार्क-17 के जो में प्रियतम जानकारी दी। इसके साथ ही उन्होंने कंटी क्षेत्रों के लिए उपयुक्त किस्म गैम्मा-12 की खेती करने की सलाह दी। उन्होंने बताया कि कृषि एवं किसान कल्याण विभाग खरीफ मकका की खेती का सफा ब्यापन के लिए 17,500 करोड़ रुपये के अंतर्गत की खरीदारी कर रहा है। इसकायक ऑफिसर (पाद)

विद्युत्काय के क्षेत्र में वास्तविकीय है। जनसंख्या विज्ञान के प्रोफेसर डॉ. संदीप अहिर ने किसानों को संचयनी और पत्तों के कूड़े को खेतों के लिए प्रयोग करने का एक विधिपरिचय प्रस्तुत करने का आग्रह किया। उन्होंने संचयनी और पत्तों के कूड़े के अंतर्गत अपने खाने-पेने के बर्तनों और उपकरणों का संयोजित उपयोग करने की भी सलाह दी। कार्यक्रम के अंत में, मिस्त्रियों ने किसानों के खेतों का दौरा किया और उनको कृषि संबंधी समस्याओं का सीक पर भी समाधान दिया।

खेत बचाओ अभियान के अंतर्गत प्रशिक्षण शिविरों का आयोजन

अर्थ प्रकाश/यशपाल कपूर

सोलन। कंठघाट स्थित कृषि विज्ञान केंद्र, सोलन भारत सरकार के कृषि एवं किसान कल्याण मंत्रालय तथा भारतीय कृषि अनुसंधान परिषद (ICAR) दिल्ली द्वारा 1 से 30 जून तक चलाए जा रहे खेत वचाओ अभियान में सक्रिय भूमिका निभा रहा है। इस अभियान के मध्यमजर केंद्र के वैज्ञानिकों के दो दल किसानों के घर-घर पर जाकर उन्हें जागरूक एवं प्रशिक्षित कर रहे हैं।

सो कड़ी में केंद्र द्वारा 1 से 5 जून तक किसानों एवं नीपी विश्वविद्यालय के औद्योगिक महाविद्यालय के चतुर्थ वर्ष के विद्यार्थियों को इस अभियान के अंश में की जानकारी दी गई। केंद्र के प्रभारी डॉक्टर अमित विक्रम ने किसानों एवं विद्यार्थियों की संमोहितता को हुए एवं मिट्टी परीक्षण का महत्व तथा प्रशिक्षण के परिणाम अनुरूप



खादों के स्तुलित मात्रा में प्रयोग करने को सलाह दी, साथ ही साथ उन्होंने मृदा के स्वास्थ्य को बनाए रखने के लिए किसानों को प्राकृतिक खेती अपनाने के लिए भी प्रेरित किया।

इस दौरान विद्यार्थियों ने जल संरक्षण, प्राकृतिक खेती एवं ऊर्जा के संतुलित उपयोग विषयों पर पोस्टर के माध्यम से किसानों के समक्ष अपने विचार प्रस्तुत किये। केंद्र के वैज्ञानिकों डॉ आरती शुक्ला, डॉ मीरा देवी एवं डॉ अनुराग शर्मा द्वारा विद्यार्थियों को

प्राकृतिक खेती के सभी स्तम्भ जैसे जीवाणु, भन जीवाणु, आच्छादन तथा जलसा विषयों पर प्रौद्योगिक केंद्र का माध्यम से भी जानकारी दी गई। इस कार्यक्रम के दौरान, केंद्र द्वारा 5 जून को पर्यावरण दिवस का भी आयोजन किया गया, जिसमें लगभग 500 किसानों एवं व्यापारियों ने भाग लिया। इस कार्यक्रम के दौरान, धूम्र आचार्य, पर्यावरण अधिकारी, जिलाधरना कार्यालय सेलन एवं खंड विकास अधिकारी कार्यालय कुडवाह के

अधिकारियों ने भी भाग लिया तथा उन्होंने कृषि विज्ञान केंद्र के फार्म पर पौधारोपण भी किया। इसके बाद किसानों को खेत में मिट्टी का नमूना लेने की सही विधि भी प्रैक्टिकल के माध्यम से दर्शाई गई।

भवाई गांव से आशा ठाकुर, मीना ठाकुर तथा कोठे देवर गांव की पिका देवी ने भी प्राकृतिक खेती के अपने अनुभवों को सम्पर्क साथ सजा किया।
केंद्रगत खंड के विभिन्न गांवों में जागरूकता शिविरों के आयोजन के साथ साथ, केंद्र द्वारा 9.06.2026 को दार्जुन गांव में भूत विषय पर प्रशिक्षण शिविर का भी आयोजन किया गया जहाँ खैक्टर मीना देवी ने किसानों को मृदा का सही तौरके से नमूना लेने की विधि बताई व उसके आधार पर उन्हें खेती के सतुलित उपयोग तथा मिट्टी का स्वास्थ्य बनाये रखने के लिए प्राकृतिक कृषि को अपनाने की सलाह दी।

खेत बचाओ अभियान के तहत कृषक गोष्ठी, किसानों को दी गई योजनाओं की जानकारी

हरिद्वार (बढ़ी विशाल)। विकासखंड के डॉ. योगेंद्र पाल सैनी ने मृदा स्वास्थ्य, प्राकृतिक भगवानपुर के ग्राम खेड़ी शिकोहपुर में खेत बचाओ खेती एवं जैविक खेती के महत्व पर प्रकाश डालते हुए

अभियान के अंतर्गत एक कृषक गोष्ठी का आयोजन किया गया। कार्यक्रम में कृषि विभाग सहित विभिन्न विभागों के अधिकारियों एवं विशेषज्ञों ने प्रतिभाग कर किसानों को कृषि संबंधी महत्वपूर्ण जानकारीयों प्रदान कीं।

कार्यक्रम में सहायक कृषि अधिकारी वर्ग-2 एवं न्याय पंचायत प्रभारी खेड़ी शिकोहपुर, विकासखंड प्रभारी भगवानपुर, कृषि एवं भूमि संरक्षण अधिकारी रुड़की, कृषि विज्ञान केंद्र धनौरी से डॉ. योगेंद्र पाल सैनी, उद्यान विभाग, पशुपालन विभाग, सहकारिता विभाग, प्रधानमंत्री फसल बीमा योजना तथा इफ्को के प्रतिनिधियों ने सहभागिता की।

गोष्ठी के दौरान कृषि एवं भूमि संरक्षण अधिकारी मोहम्मद ताहिर ने विभाग द्वारा संचालित विभिन्न योजनाओं की जानकारी देते हुए खेत बचाओ अभियान के उद्देश्यों पर किसानों के साथ विस्तार से चर्चा की। वहीं कृषि विज्ञान केंद्र धनौरी



किसानों को आधुनिक एवं टिकाऊ कृषि पद्धतियों को अपनाने के लिए प्रेरित किया।

इसके अतिरिक्त उद्यान, पशुपालन, सहकारिता विभाग, प्रधानमंत्री फसल बीमा योजना तथा इफ्को के प्रतिनिधियों ने भी अपने-अपने विभागों की योजनाओं एवं किसानों को मिलने वाले लाभों की जानकारी साझा की।

कार्यक्रम की अध्यक्षता प्रगतशील कृषक कैलाश चंद ने की, जबकि संचालन विकासखंड प्रभारी भगवानपुर दिनेश कुमार द्वारा किया गया। गोष्ठी में उपस्थित किसानों ने कृषि विशेषज्ञों से संवाद कर अपनी समस्याओं एवं जिज्ञासाओं का समाधान प्राप्त किया।



प्रधानमंत्री किसान सम्मान निधि की 23वीं किस्त जारी

खेती के वैज्ञानिक तरीके को अपनाएं किसान: मंत्री

आजरा, बिहार 30 अक्टूबर। प्रधानमंत्री किसान सम्मान निधि की 23वीं किस्त जारी की जा रही है। मंत्री ने किसानों को वैज्ञानिक तरीके को अपनाने का आह्वान किया।

खेती के वैज्ञानिक तरीके को अपनाने का आह्वान किया। मंत्री ने किसानों को वैज्ञानिक तरीके को अपनाने का आह्वान किया।

प्रधानमंत्री किसान सम्मान निधि की 23वीं किस्त जारी की जा रही है। मंत्री ने किसानों को वैज्ञानिक तरीके को अपनाने का आह्वान किया।

खेती के वैज्ञानिक तरीके को अपनाने का आह्वान किया। मंत्री ने किसानों को वैज्ञानिक तरीके को अपनाने का आह्वान किया।

खेत बचाओ अभियान को मिला बल

कृषि आदान विक्रेताओं को दिया गया वैज्ञानिक खेती का प्रशिक्षण

कार्यक्रम में 109 कृषि विक्रेताओं ने लिया भाग

पारिवारिक समाचार सेवा। काशीपुर

किसानों तक वैज्ञानिक खेती की जानकारी और गुणवत्तापूर्ण कृषि आदानों को पहुंचा सुनिश्चित करने के उद्देश्य से कृषि विज्ञान केंद्र, काशीपुर में खेत बचाओ अभियान के तहत कृषि आदान (इनपुट) विक्रेताओं के लिए एक दिवसीय प्रशिक्षण कार्यक्रम आयोजित किया गया। कार्यक्रम में जनपद के विभिन्न क्षेत्रों से आए कुल 109 कृषि आदान विक्रेताओं ने सांभागिता की।

कार्यक्रम का उद्घाटन कृषि विज्ञान केंद्र, काशीपुर के प्रोफेसर एवं वरिष्ठ वैज्ञानिक डॉ. एस. के. शर्मा ने किया। अपने संबोधन में उन्होंने कहा कि कृषि



आदान विक्रेता किसानों और कृषि वैज्ञानिकों के बीच एक महत्वपूर्ण कड़ी का कार्य करते हैं। उन्होंने मृदा स्वास्थ्य के संरक्षण, उर्वरकों के सही उपयोग तथा भूवर्षावन अनुकूल कृषि पद्धतियों के अपनाने को आवश्यकता पर जोर दिया। कृषि विज्ञान केंद्र की वैज्ञानिक डॉ. प्रीति सिंह ने खेत बचाओ अभियान की अत्यवस्था और उद्देश्यों की विस्तृत जानकारी देते हुए कहा कि किसानों को

जैविक खेती है किसानों के लिए वरदान रामनाथ ठाकुर मोरवा में खेती बचाओ कृषक गोष्ठी समारोह



मोरवा, गुजरात, 30 अक्टूबर। प्रधानमंत्री किसान सम्मान निधि की 23वीं किस्त जारी की जा रही है। मंत्री ने किसानों को वैज्ञानिक तरीके को अपनाने का आह्वान किया।

समाज - संस्था जीवन

विप्लववादी : पञ्जाब राजिस्ट्री में दोहरा काम का इतिहास पञ्जाब के तीन कुर्बान कहीं हुए सम्मानित

[illegible]

अनवरत नगरपालिका जिल्ला सभा को ६३ तम बैठक शिवकुमार लोखाने प्युठानी, सीएम ने कर्मचारी सभ प्रिजिट भर्षाद

प्राकृतिक खेती से सुरक्षित होगा किसानों का
भविष्य, मिट्टी और पर्यावरण भी रहेगा संरक्षित

Journal of Management Education



...and the other side of the coin is that the

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दैनिक जागरण

[illegible]

येन कर्मणा जलिनयन शक्तिविशेषं योऽपि प्राप्नुयात्ततः का पुनरुपेक्षा करी प्रत्यक्षविशेषः स्यात्ततः

विमानों को जल पर उड़ाने की तकनीक सीखाने काही तरह कम लागत में अधिक उपकरण पर जोर दिया। अन्ततः विमानचालन पर परीक्षण अनुक्रम खेले और अन्तिम परीक्षणों के उपरान्त भी अग्रज होने की बात बली। केबल के जलजि विमानों एवं जहाजों में सबसे कमजोर तब में कृषि विभाग के जल विभागों की उपलब्ध कराई जा रही विभिन्न तकनीकों और प्रणालियों से भी अग्रज होने के पक्षों की जोखिमों की। अन्ततः कृषि विभागों की उपलब्ध कराई पर कृषि विभाग की

सोवियतों एवं किरगिजों को मिश्रित करने लगीं पर प्रकाश जाला। उप निदेश (रक्षात्मक) शीघ्र कुप्राप्त थे मनु रक्षात्मक मत, मिश्रित शक्ति और संयुक्त शक्ति के उपलब्धि को वांछित दिशि की उत्पत्ति थी। उपरान्त विचारों का प्रकाश प्रकाश में सामने प्रकाश में मेट एवं रीत प्रकाश उप निदेश कोटिप्रकाश के उपलब्धि पर प्रकाश की उत्पत्ति मनु विचारों का प्रकाश प्रकाश में रीत प्रकाश, कर्मात्मक प्रकाश की उत्पत्ति और संयुक्त प्रकाश प्रकाश के प्रकाश को संयुक्त रूप प्रकाश

मिट्टी जांच के आधार पर ही उर्वरकों का उपयोग सही

प्रतिनिधि, जलालगढ़
प्रभात खबर

यहाँ सरकार एवं कृषि कल्याण मंत्रालय के निदेशानुसार कृषि विज्ञान केंद्र जलालपुर, पूर्णिया में जिसका कृषि विभाग एवं कृषि विभाग आत्मा है। संयुक्त रूप से प्राकृतिक खेती तथा खेत बनाकर अर्थात् आधुनिक जलकृषि कार्यक्रम के अंतर्गत एकदिवसीय निदेशानुसार कार्यवाही का आयोजन किया गया, इस मौके पर मुख्य अतिथि सहाय विभागाध्यक्ष विज्ञान शोधक के रूप में कार्य करते हुए एक का का प्राकृतिक खेती के विषय से जुड़ी मुख्य बातें को अपनाएँ, उन्होंने किसानों के समस्याओं को सुना एवं उनकी समस्याओं पर भी जोर दिया, एमएससी अफिल कुमार ठाकुर ने कहा कि किसान कृषि विभाग से जुड़कर अपने उत्पादन क्षमता के साथ प्रदा सकते



कार्यशाला का उद्घाटन करते अतिथि

को भी सुधार और अपने उत्साह कृषि विभाग को सहायता से बाजार तक लाने में सफल हो। केंद्र के वरिष्ठ वैज्ञानिक सस प्रधान डॉ सिंह ने भी कहा कि संरक्षण की जानकारी दी, बताया कि गन्नाईकल उर्वरकों के साथ-साथ जैव उर्वरक हरी खाद एवं फसल विधिव्योकरण को बढ़ावा दे ताकि मुसल की उर्वरता बनी रहे, जानकारी दी गई कि पूर्णिया जिले में सबसे अधिक 'डीएफ' खाद का प्रयोग किया जा रहा है, इस समस्या से निपटने हेतु उर्वरकों को

संश्लित उपयोग के लिए जन जागरण किया जा रहा है। साथ ही मिट्टी जांच केंद्र नमूने लेने के तरीके का हो गुण सिखाए जा रहे हैं। बताया गया कि मिट्टी जांच के आधार पर ही उर्वरकों का उपयोग करना श्रेयस्कर होगा, अधिक पर मौजूद कृषि यैसाकि एवं अधिक कारखाने ने किसानों को समझा कि पौधा प्रणाली, समेकित पोषक तत्व प्रबंधन, जैव उर्वरकों के प्रयोग साथ ही उनसे मुदा उपचार करने के फायदों को बताया कार्यक्रम में जिला कृषि पदाधिकारी

हरिद्वार प्रखंड चौरसिया, भाजपा जिला अध्यक्ष संजीव कुमार सिंह, भाजपा जिला किसान मोर्चा अध्यक्ष यादव कुमार सिंह, सुनील कुमार सिंह, विजय कुमार सिंह, रवींद्र कुमार, बिनोद मंडल, सहित जन प्रतिनिधिमण्डल एवं केंद्र के वरीय वैज्ञानिक सह प्रधान डॉ. के.एम.सिंह, वरीय वैज्ञानिक आर्सेनीएआरआरसीईआर पटना के डॉ. गैस अली, डिप्टी पीछी आरम निखिल कुमार मिश्र, सावधक निदेशक रमयान निशाना कुमार आदि मौजूद थे.

खेत बचाओ अभियान': वैशाली में 900 से अधिक किसानों की महागोष्ठी, प्राकृतिक खेती अपनाने का लिया संकल्प
गुजरात मॉडल से सीखें प्राकृतिक खेती के गुर, गोपालन भी बेहतर कदम

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डॉ. लालिंद जगत वैद्यक एवं चिकित्सक
पुनः के अंतर्गत एवं चिकित्सक, दिल्ली एवं
अन्य स्थानों पर के चिकित्सकी सेवाओं में (को
अपनी अतिरिक्त) के साथ एक पुनः चिकित्सक
कीर्ति एवं चिकित्सक अतिरिक्त एवं अतिरिक्त
चिकित्सक।

इस गणनाविभाग में ५०० से अधिक किसानों एवं कुलक परिवारों में मनु-पशुका पालिका, जिसमें अधिकतम किसानों की ७० परिवार पालिका अधिक सरभिमोक्षण की गई जिसका मही:

[illegible]

सर्वोच्च न्यायालय के न्यायाधीशों के पदों पर नियुक्ति के लिए

लेखों और लेखकों को अपनी ही प्रशंसा से
की जगह वे विनम्रतापूर्वक के सुनारी हो
ये. सा. पंडित की जितनी कि वे नुस्खा
के सम्बन्ध आचार्य देवदास की जिने

अपॉलि का विकास को प्रतिलिखित लेने का प्रयोग (प्रमाण प्रमाण) अपॉलि केविक को पानी को पेट लेना उनके अपॉलि विकास का एक चरण को बना।

[illegible]

प्रगतिशील किसान ह्यू सम्मानित

[illegible]

पारंपरिक व प्राकृतिक खेती करें किसान : रामनाथ

□ खेत बचाओ अभियान की लेकर केंद्रीय कृषि राज्य मंत्री ने कृषि अख्यान प्रतिनिधि, उत्तरप्रदेश (पुलित्त)

खेत बचाओ अभियान के तहत संगठन कर चुकित गिरी के जलानगर प्रखंड औरत समुदायी पंचायत के बैठकी में मंच पर अवलोकित कार्यक्रम में केंद्रीय कृषि राज्य मंत्री रामनाथ ठाकुर ने किसानों को, उन्होंने किसानों से खेत बचाओ की अपील करते हुए कहा कि खेत बचाओ को जल्द से जल्द कार्यान्वयन, प्राचीन और प्राकृतिक खेती को अपनाने की जरूरत है, इसमें पूरे कार्यक्रम में किसानों ने केन्द्र मंत्री का कार्यक्रमों में प्रबल किया और खेती-किसानों से जुड़ी विभिन्न समस्याओं को उनके समक्ष रख कार्यक्रम को अग्रसर किया कृषि विविधतायन समूह के कुमारी डॉ डी और मित्र ने की, जबकि मंच संयोजन



मंच पर केंद्रीय मंत्री, उपस्थित व कृषि वैज्ञानिक

प्रभात खबर

कृषि वैज्ञानिक डॉ लोकर कुमर ने कहा, इस अवसर पर किसान परिषद सदस्य अनिल ठाकुर, जिला कृषि पटविकारी हरिदास प्रसाद पौरसि, निदेशक प्रसाद सिद्धा (बीरगंज) डॉ एमके पांडव, आर्सेनियलर के प्रबल वैज्ञानिक डॉ अजय कुमार, निदेशक छात्र कल्याण डॉ शेष शर्मा, निदेशक प्रसाद सीएल रावत कुमर, केवरी प्रसाद डॉ किं

मिश्र, डॉ संजय, डॉ संजय पावेल, सीलन डॉ जयप्रतिपति, कृषि वैज्ञानिक और अधिकारी मौजूद थे, **कृषि राज्य मंत्री ने किसानों से कहा** केंद्रीय कृषि राज्य मंत्री रामनाथ ठाकुर ने किसानों से सीधा संवाद कर उनकी समस्याओं सुनीं, किसानों ने मंच उठाई कि मिट्टी की जांच पंचायत स्तर पर करनी जाए, तब किसानों को समझ पर

किसानों से मिलकर शिकायतों की होगी जांच : डीएओ

डीएओ हरिहर प्रसाद चौरीय ने बताया कि केंद्रीय, पूर्णित जलानगर की कार्यवाही पर सवाल प्रिय गया तो उन्होंने कहा कि केंद्रीय मंत्री के समक्ष भी शिकायतें आई हैं, उन किसानों से सीधे मिलकर समझें की जांच की जाएगी और निश्चित समय-समय के बीच रिपोर्ट सबी जो की सही जाएगी, उन्होंने सब भी अवसर दिए कि अधिकारी में इस अवसर की किसी भी शिकायत की पुनरावृत्ति नहीं, इसका निश्चित ध्यान रखा जाएगा.

मृदा स्वास्थ्य संबंधी जानकारी किसान को,

साथ ही कई किसानों ने कृषि विज्ञान केंद्र में किसानों की अनेक समस्याएं एवं निर्यात तकनीकी जानकारी नहीं मिलने की शिकायत की थी, किसानों ने कृषि विज्ञान केंद्र के कार्यवाही को लेकर भी शिकायतें जमा की, मामले को संघीया से लेते हुए केंद्रीय राज्य मंत्री ने कहा कि किसानों की शिकायतों की जांच कर एक मण्डल के भीतर रिपोर्ट प्रस्तुत कर, बताया कि किसान को सम्मान

प्राप्तिकरण साथ से मिले.

प्राप्तिकरण की खेती की ली जायकरी : कार्यक्रम के बाद मंत्री ने जिले के विभिन्न प्रखंडों से आए किसानों से मुलाक़ात की और उनकी खेती की पद्धति एवं नवाकरी की जानकारी ली, किसानों ने बताया कि खेती के अलावा अन्य उद्योगों में काम करने की जरूरत है, जबकि रामनाथ ने कहा कि किसानों ने मालूम उपकरण के पछाड़े और उसकी खेती की संयोजनानों पर किसानों से चर्चा की.

सुंदरनगर में खेत बचाओ अभियान का शुभारंभ

किसानों को मिट्टी के स्वास्थ्य में गिरावट, बढ़ते उर्वरकों को उपयोग, घटते जल संसाधनों पर और फसल विविधता पर बांटा ज्ञान

रक्षा विरोध-सुंदरनगर

कृषि विज्ञान केंद्र सुंदरनगर आया मंत्री तथा कृषि विभाग मंत्री तथा के संतुल्य तत्वावधान में कृषि विज्ञान केंद्र, राँस में राउतगढ़ी स्थित बचाओ अभियान का शुभारंभ किया गया। यह अभियान भारत सरकार के कृषि एवं किसान कल्याण मंत्रालय तथा भारतीय कृषि अनुसंधान परिषद द्वारा देशभर में 1 जून से 30 जून तक चलाना जा रहा है। अभियान के शुभारंभ अवसर पर आर्सेनियल कार्यक्रम में जिला के निधिप डीएओ ने अपने लगभग 62 प्रतिशतों किसानों

एवं कृषक महिलाओं ने भाग लिया। कार्यक्रम के शुभारंभ में अभियान के उद्देश्यों को जानकारी दी गई। इस अवसर पर कृषि विज्ञान केंद्र के कार्यक्रम समन्वयक डॉ. पंकज मूर ने किसानों को संबोधित करते हुए कहा कि वर्तमान समय में कृषि उत्पादन बढ़ाने के साथ-साथ भूमि एवं प्राकृतिक संसाधनों का संरक्षण भी अनिवार्य आवश्यक है। उन्होंने कहा कि मृदा स्वास्थ्य में गिरावट, आर्सेनियल जैसी समस्याएं, जल संसाधनों पर बढ़ता दबाव तथा फसल विविधता में कमी जैसी चुनौतियाँ कृषि की दीर्घकालिक



सुंदरनगर : कार्यक्रम के दौरान किसान और विज्ञान

मिश्रा को प्रभावित कर रही है। इन समस्याओं के समाधान एवं किसानों को जागरूक करने के उद्देश्य से खेत बचाओ अभियान प्रारंभ किया गया है। डॉ. मूर ने किसानों को मुदा परीक्षण के महत्व तथा स्वास्थ्य काट के

के बारे में किसानों को जानकारी दी। उन्होंने किसानों से खेतों में उपलब्ध वैज्ञानिक संसाधनों का अधिकतम उपयोग करने तथा मिट्टी को उर्वरता बनाए रखने के लिए वैज्ञानिक सिफारिशों को अपनाने का आग्रह किया। डॉ. पंकज मूर ने बताया कि खेत बचाओ अभियान के अंतर्गत पूरे जून माह में मंत्री जिले के विभिन्न किसान खेत बचाओ कार्यक्रम में भाग लेंगे। इन कार्यक्रमों के माध्यम से किसानों को मुदा परीक्षण, प्राकृतिक संसाधनों के सत उपयोग, जल संयोजन, प्राकृतिक

खेती एवं वैज्ञानिक कृषि पद्धतियों के प्रति जागरूक किया जाएगा। कार्यक्रम में उप परिषद निदेशक आशा प्रोवेक्टर मंत्री डॉ. संजय ठाकुर ने प्राकृतिक खेती के सिद्धांतों एवं इसकी आवश्यकता का आग्रह किया। डॉ. पंकज मूर ने बताया कि खेत बचाओ अभियान के अंतर्गत पूरे जून माह में मंत्री जिले के विभिन्न किसान खेत बचाओ कार्यक्रम में भाग लेंगे। इन कार्यक्रमों के माध्यम से किसानों को मुदा परीक्षण, प्राकृतिक संसाधनों के सत उपयोग, जल संयोजन, प्राकृतिक

sanmarg
NETWORK

sanmarg
NETWORK

आईसीएआर-सीवा में पीएम किसान योजना जारी करने के कार्यक्रम का सीधा प्रसारण



भुवनेश्वर, (निर्) : भाऊअनुप-केंद्रीय कृषि त महिला संस्थान, भुवनेश्वर द्वारा शांतिवा की प्रधानमंत्री नरेंद्र मोदी द्वारा प्रधानमंत्री किसान सम्मान निधि (पीएम-किसान) योजना की 23वीं किस्त जारी किए जाने के अवसर पर लाइव वेबकास्ट (सीधा प्रसारण) कार्यक्रम का आयोजन किया गया। प्रधानमंत्री किसान सम्मान निधि, 24 फरवरी 2019 से संचालित केंद्र सरकार का एक प्रमुख योजना है, जिसके अंतर्गत पात्र किसान परिवारों को प्रतिवर्ष 6,000 रुपये की वित्तीय सहायता तीन समान किस्तों में प्रदान की जाती है। इस अवसर पर संस्थान के कर्मचारियों, जनप्रतिनिधियों तथा 300 से अधिक महिला किसानों ने सहभागिता की और प्रधानमंत्री के संबोधन का सीधा प्रसारण देखा। कार्यक्रम के दौरान वैज्ञानिक-किसान संवाद सत्र का भी आयोजन किया गया।

आईसीएआर-सीवा की ओर से संवाद कार्यक्रम आयोजित

भुवनेश्वर, (निर्) : भाऊअनुप-केंद्रीय कृषि त महिला संस्थान (आईसीएआर-सीवा), भुवनेश्वर द्वारा 1 से 30 जून तक संचालित राष्ट्रव्यापी 'खेत बचाओ अभियान' के अंतर्गत 19 जून 2026 को भारतीय मंडप, बालंग, निमापड़ा (पूरी) में इनपुट डीलर्स एवं अन्य हितधारकों के लिए एक संवाद कार्यक्रम आयोजित किया गया। कार्यक्रम का उद्देश्य उर्वरकों के संचालित एवं विवेकपूर्ण उपयोग, मुदा स्वास्थ्य संबंधी, सत पोषक तत्व प्रबंधन तथा प्राकृतिक खेती को बढ़ावा देने संबंधी जागरूकता का प्रसार करना था। यह कार्यक्रम संस्थान की निदेशक डॉ मृदुल देवी के मार्गदर्शन में आयोजित किया गया। कार्यक्रम को संबोधित करते हुए



आईसीएआर-सीवा के प्रधान वैज्ञानिक एवं विभागप्रमुख डॉ अरुण कुमार पंडा ने सत कृषि को आधारित करने के रूप में मुदा स्वास्थ्य के संरक्षण के महत्व पर बत दिया। उन्होंने कहा कि रासायनिक उर्वरकों के अत्यधिक एवं असंचालित उपयोग

से मुदा की उर्वरता, पर्यावरणीय गुणवत्ता तथा कृषि लाभप्रदाता पर प्रतिकूल प्रभाव पड़ता है। कार्यक्रम में आधारित करने के रूप में मुदा स्वास्थ्य के संरक्षण के महत्व पर बत दिया। उन्होंने कहा कि रासायनिक उर्वरकों के अत्यधिक एवं असंचालित उपयोग

Khet Bachao Abhiyan Enters Fourth Day in Kulgam, Focus on Sustainable Farming Practices

■ Tanveer Wani

The fourth day of the Khet Bachao Abhiyan was successfully conducted by Krishi Vigyan Kendra Kulgam (KVK-Kulgam) at Poniwah. During the programme, Dr. Ab Shakoor Khanday and Dr. Tariq Iqbal provided technical guidance and created awareness among the farming community regarding the objectives and significance of the Khet Bachao Abhiyan.

The scientists highlighted the importance of timely crop protection measures, balanced nutrient management, soil health improvement, Integrated Pest Management (IPM),



natural farming practices, and the adoption of recommended agricultural technologies to enhance crop health and productivity. They also emphasized the need for fertilizer application based on soil test recommendations to ensure efficient nutrient

utilization, reduce cultivation costs, and promote environmental sustainability.

Farmers were encouraged to incorporate organic and natural inputs wherever feasible, adopt eco-friendly crop management practices, and maintain regular

coordination with KVK-Kulgam for timely technical guidance and advisory services.

The campaign concluded with a renewed appeal to farmers to actively participate in the Khet Bachao Abhiyan and embrace scientific and sustainable farming practices. The experts stressed that the adoption of natural farming methods, balanced fertilizer use, and improved crop management techniques would help safeguard crops, enhance productivity, improve soil health, and contribute to the overall growth and sustainability of the agricultural sector in the district.

Khet Bachao Abhiyan launched in Hailakandi



Officials among other attendees at the launch of the Khet Bachao Abhiyan in Hailakandi on Sunday.

CHRONICLE NEWS SERVICE

HAILAKANDI: A month-long Khet Bachao Abhiyan (Save the Farm Campaign) aimed at promoting sustainable agriculture and protecting soil health was launched in Hailakandi district on Sunday. The campaign, which will run from June 1 to June 30, has been jointly organised by ICAR-Krishi Vigyan Kendra (KVK), Hailakandi, and the Department of Agriculture as part of a nationwide initiative of the Ministry of Agriculture and Farmers Welfare.

balanced nutrient management, scientific cultivation practices and long-term soil conservation at a time when concerns are growing over declining soil fertility, rising cultivation costs and the indiscriminate use of chemical fertilisers.

The inaugural programme was attended by officials from agriculture and allied sectors, representatives of financial institutions and rural development agencies, along with a large number of farmers from different parts of the district. Agricultural Extension Officers, Senior Inspectors of Agriculture

Speakers highlighted the need for balanced fertilizer application based on soil health assessments and encouraged farmers to adopt eco-friendly practices such as green manuring, organic and natural farming, use of farmyard manure, bio-fertilisers, bio-pesticides and integrated nutrient management.

Experts noted that excessive use of chemical fertilisers can reduce soil productivity, increase cultivation costs and adversely affect the environment. They stressed that sustainable farming practices are essential for ensuring long-term agricultural productivity and improving farmers' economic well-being.

Farmers were also informed about various Central and State government schemes, including the Kisan Credit Card scheme, agricultural credit facilities, livestock development programmes and self-employment opportunities under rural livelihood missions.

Organisers said awareness drives, field demonstrations and village-level outreach programmes would be conducted across Hailakandi throughout June to promote climate-resilient

Van Mahotsav celebrations: Forest Dept, Dibang Valley dist admin, KVK join hands for plantation drive in Etalin



ETALIN, (Anini), Jun 30:

On the last day of the Khet Bachao Abhiyan, the Department of Forest, in collaboration with the District Administration and KVK Dibang Valley, Anini, organised a plantation drive at Etalin village under the theme "Plant Trees, Save Life" as part of the Van Mahotsav celebrations.

The programme witnessed the participation of members of the public including Sadu Mihu (ZPC), Rimi Meme, Kasa Mihu, Lachi Ekroya, GPs, Pmers, and other villagers, reflecting the community's commitment to environmental

conservation.

During the programme Circle Officer Gemin Tiayeng inaugurated the plantation drive and highlighted the importance of afforestation, and community participation in protecting nature.

Speaking on the occasion, Neelam Sunny, Agroforestry expert from KVK Dibang Valley, shared valuable insights on different tree species, their ecological importance, and the long-term benefits of plantation for environmental sustainability. He also emphasised the aesthetic value of trees in enhancing

the natural beauty of the area. Under the RKVY local Initiative, 20 cherry blossom saplings were planted in and around Etalin to promote both ecological conservation and landscape beautification.

Following the successful plantation drive, Narang Ampsi, Soil Science expert, explained the objectives of the Khet Bachao Abhiyan in detail and interacted with the farmers, emphasising sustainable agriculture practices and the importance of maintaining soil health.

Dam Nampi, Plant Protec-

tion expert, shared valuable information on the management and control of fall of the Armyworm and provided detailed insights into the use and benefits of biofertilisers for sustainable farming.

AFFIDAVIT

I, Miss Dipati Kumari, D/o Lt. Sudhir Singh, a permanent resident of Village Kharapukatan, PO Kharapukatan, PS Sultana, Dist. Jhunjhunu, Rajasthan, presently residing at Medical Colony, PO PS Dist. Tawang, Arunachal Pradesh, do hereby declare that my name has been mistakenly written in my Aadhar Card as Deepati Singh instead of Dipati Kumari and that Deepati Singh & Dipati Kumari is same and one person vide Affidavit Reg. No. 91, Dtd 29/06/2024, sworn before Executive Magistrate, Tawang Dist. A.P. This affidavit is made for correction of name as Dipati Kumari for all purposes.

Khet Bachao Abhiyan launched in Hailakandi



Officials among other attendants at the launch of the Khet Bachao Abhiyan in Hailakandi on Sunday.

CHRONICLE NEWS SERVICE

HAILAKANDI: A month-long Khet Bachao Abhiyan (Save the Farm Campaign) aimed at promoting sustainable agriculture and protecting soil health was launched in Hailakandi district on Sunday. The campaign, which will run from June 1 to June 30, has been jointly organised by ICAR-Krishi Vigyan Kendra (KVK), Hailakandi, and the Department of Agriculture as part of a nationwide initiative of the Ministry of Agriculture and Farmers Welfare.

The campaign seeks to create awareness among farmers on

balanced nutrient management, scientific cultivation practices and long-term soil conservation at a time when concerns are growing over declining soil fertility, rising cultivation costs and the indiscriminate use of chemical fertilisers.

The inaugural programme was attended by officials from agriculture and allied sectors, representatives of financial institutions and rural development agencies, along with a large number of farmers from different parts of the district. Agricultural Extension Officers, Senior Inspectors of Agriculture and Farmer Friends also participated in the event.

Speakers highlighted the need for balanced fertiliser application based on soil health assessments and encouraged farmers to adopt eco-friendly practices such as green manuring, organic and natural farming, use of farmyard manure, bio-fertilisers, bio-pesticides and integrated nutrient management.

Experts noted that excessive use of chemical fertilisers can reduce soil productivity, increase cultivation costs and adversely affect the environment. They stressed that sustainable farming practices are essential for ensuring long-term agricultural productivity and improving farmers' economic well-being.

Farmers were also informed about various Central and State government schemes, including the Kisan Credit Card scheme, agricultural credit facilities, livestock development programmes and self-employment opportunities under rural livelihood missions.

Organisers said awareness drives, field demonstrations and village-level outreach programmes would be conducted across Hailakandi throughout June to promote climate-resilient and profitable farming through scientific interventions.

Orthlines

KVK Reasi conducts 'Khet Bachao Abhiyan'

NL CORRESPONDENT

REASI, June 04 Krishi Vigyan Kendra (KVK), Reasi, under the aegis of SKI/AST, Jammu, organised a 'Khet Bachao Abhiyan' at its campus to promote sustainable and scientific farming practices among farmers of the district.

The campaign, held under the guidance of Vice-Chancellor Prof. E.N. Tripathi and District Extension Officer, Amarish Vaid, witnessed enthusiastic participation from a large number of farmers. The initiative aimed at creating awareness on the judicious use of fertilisers, organic and



natural farming, green manuring and soil health management.

Addressing the participants, Dr. Hanaraj Lal, Chief Scientist and Head, KVK Reasi, stressed the importance of organic, natural and diversified farming for enhancing farm pro-

ductivity and income. He highlighted efficient farm management practices, Integrated Nutrient Management (INM), Integrated Pest Management (IPM), cultivation of medicinal and aromatic plants in inter-crop areas, and the use of quality seeds and planting

material. He also informed farmers about government schemes such as KAP, PM-KISAN, KCC and PMFMEY.

Dr. Sudhir Singh Jaiswal, Scientist, spoke on climate-resilient agriculture, commercial horticulture, entrepreneurship development and scientific

cultivation of vegetable crops. He also emphasised soil health management and crop diversification.

Dr. Jyeshtha Kumar discussed the role of Information and Communication Technologies (ICTs) in agriculture, while Rakesh Khandelwal, Development Officer, PTO, briefed farmers on Farmer Producer Organisations and choosing agricultural schemes in Reasi district.

An interactive farmer-scientist session was also held, during which experts addressed the queries. The programme concluded with a vote of thanks by Dr. Rakesh Khandelwal.

KVK Kathua conducts 'Khet Bachao Abhiyan'

NL CORRESPONDENT

Kathua, June 1: Krishi Vigyan Kendra (KVK) Kathua organized a one-day training programme under the "Khet Bachao Abhiyan" at Chak Gota village to promote sustainable crop management and scientific farming practices among farmers.

Conducted under the administrative control of SKUAST-Jammu, the programme was attended by over 50 participants, including farmers, students, youth and farm women. The campaign focused on crop protection, integrated pest and disease management, soil health conservation and measures to enhance agricultural productivity.

Addressing the participants, Dr. Vishal Mahajan, Chief Scientist and Head, KVK Kathua, highlighted the challenges posed by climate variability, pest out-



breaks and declining soil fertility. He emphasized the importance of adopting recommended agricultural technologies, balanced nutrient management and integrated farming systems to improve productivity and profitability.

Dr. Anamika Jamwal, Chief Scientist (Plant Pathology), delivered a session on major crop diseases affecting seasonal crops and explained methods for early identification, prevention and integrated disease management. She encouraged the use of eco-friendly practices, field sanitation, seed treatment

and disease-resistant crop varieties.

Dr. Narinder Paul, Scientist (Agricultural Extension Education), outlined the objectives of the Khet Bachao Abhiyan and stressed the role of extension services in connecting agricultural research with farming communities. He also advocated the balanced use of fertilizers and pesticides.

During an interactive session, participants raised queries related to crop diseases, nutrient deficiencies, crop diversification and pest management, which were addressed by the experts.

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कृषि विज्ञान केंद्र कोडीनार द्वारा भेत बचाओ अभियान
अंतर्गत आयोजित कार्यक्रम



कृषि विज्ञान केंद्र, कोडीनार द्वारा आयोजित 'भेत बचाओ अभियान' कार्यक्रम का शुभारंभ हुआ। कार्यक्रम में कृषि विज्ञान केंद्र के अधिकारी, किसान, युवा और महिलाएं शामिल हुईं। कार्यक्रम के दौरान, कृषि विज्ञान केंद्र के अधिकारी ने किसानों को सूखे, कीट, रोग, पोषक तत्वों की कमी, जल संयोजकता, मिट्टी, जलवायु और अन्य समस्याओं पर जानकारी दी। कार्यक्रम के दौरान, कृषि विज्ञान केंद्र के अधिकारी ने किसानों को सूखे, कीट, रोग, पोषक तत्वों की कमी, जल संयोजकता, मिट्टी, जलवायु और अन्य समस्याओं पर जानकारी दी।

सिपिटर अभियान के माध्यम से

SUNDAY 14-06-2026
THE MORUNG EXPRESS

Capacity building on Khet Bachao Abhiyan held at Porba

PHIEK, JUNE 13 (ME&N): The ICAR-Krishi Vigyan Kendra (KVK), Phiek (ICAR-National Research Centre on Mithun, Medziphema), under ICAR-ATARI, Zone VII, Umiam, organized a Sarpanch Sammelan: Capacity Building Programme on Khet Bachao Abhiyan on June 13 at Porba campus of Krishi Vigyan Kendra, Phiek. The programme witnessed the active participation of representatives from seven villages of Phiek district, including Village Council Chairmen, Village Council members, Head Gaon Buras, village elders, and community leaders.

The event served as a platform to create awareness and strengthen community participation in safeguarding agricultural lands, improving crop productivity, and addressing challenges affecting farming systems in the district.

Dr. Sanjeev Kumar Singh, Senior Scientist and Head, KVK Phiek highlighted

the objectives and importance of the ongoing campaign "Khet Bachao Abhiyan," emphasizing the importance of soil testing, balanced nutrient management, natural farming, promotion of pulse production, and the significance of Thuthu cattle for sustainable farming systems.

He also emphasized the need for collective efforts in protecting agricultural fields from various biotic and abiotic constraints, promoting sustainable farming practices, and ensuring food and nutritional security.

The programme was graced by Dr. Pritpal Kaur (IPS), Superintendent of Police, Phiek, as the Special Guest.

In her address, Dr. Kaur encouraged village leaders to actively participate in community development initiatives and support farmers in adopting sustainable and climate-resilient livelihood practices.

She emphasized the im-

portance of promoting organic and natural farming, integrated farming systems, the use of digital technologies in agriculture, food processing and value addition, and agro-ecotourism as key drivers of rural development, employment generation, and enhanced farm income.

She further urged the participants to work collectively towards strengthening the agricultural sector and improving the socio-economic well-being of farming communities in the district.

During the technical session, Dr. T. Esther Longkumer, CTO (Soil Science), delivered a lecture on Natural Farming and Dr. Hannah K. Asangla, CTO (Agronomy) on Integrated Farming Systems for Sustainable Agriculture.

Manjunath K. S., SMS (Horticulture), delivered a session on Organic Nutrient Management in Horticultural Crops while Kenis-

eto Chucha, Farm Manager, highlighted various income-generating activities under agriculture and allied sectors.

Discussions were also held on the role of village institutions in mobilizing farmers, conserving natural resources, preventing crop damage, and adopting improved agricultural technologies.

The participants actively engaged in interactive sessions, sharing local experiences and identifying practical solutions to enhance agricultural development in their respective villages.

The programme concluded with a collective commitment from all stakeholders to work together for the protection and sustainable management of agricultural lands, thereby strengthening the livelihoods of farming communities in Phiek district.

The programme concluded with a vote of thanks by Imsemmaro.



CHRONICLE NEWS SERVICE

IMPHAL: ICAR Krishi Vigyan Kendra (KVK), Churachandpur, under the administrative control of the ICAR Research Complex for NEH Region, Umiam, Meghalaya, is actively implementing the nationwide month-long Khet Bachao Abhiyan across villages in Churachandpur district from June 1 to 30, 2026.

Organised in collaboration with the District Agriculture Office, line departments and other stakeholders, the campaign aims to promote sustainable soil health management and balanced nutrient use to improve agricultural

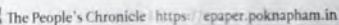
productivity and strengthen long-term farming sustainability.

As part of the ongoing drive, the ICAR-KVK has conducted awareness programmes and field demonstrations on the use of Leaf Colour Charts (LCC) for efficient nitrogen management, balanced fertiliser application, scientific soil sampling and testing, green manuring, vermicomposting and agricultural liming. Farmers have also been educated on integrated nutrient management practices to maintain soil fertility and boost crop yields.

As a part of the campaign,

seasonal vegetable seeds, LOC kits, lime and extension literature have been distributed, awareness sessions on pest and disease management highlighted the risks of indiscriminate chemical pesticide use, and farmers encouraged to adopt eco-friendly and sustainable crop protection practices.

The campaign is being co-ordinated by teams led by Dr L Somendro Singh, Dr N Soranganba, Dr N Johnson Singh, Bs Hmannihing Anal, L Basil and Manngaihkim, with support from ICAR scientists, officials from line departments and other stakeholders.



Participants of Khet Bachao Abhiyan
organised by ICAR-Krishi Vigyan
Kendra (KVK), Churachandpur

ANINI, Jun 19: A Vermicompost enrichment demonstration cum-training programme under the Bala Bala Abhiyan was conducted at Kridha Vigyan Kendra Anini, Dibang Valley. The programme witnessed the participation of around 40 farmers from different villages of the district.

The training session was initiated by the soil science expert Narang Ampu, who highlighted the importance of vermicompost enrichment for improving soil fertility, enhancing nutrient availability, and promoting sustainable agricultural prac-

The expert explained the scientific methods of vermicompost production, and the benefits of enriched vermicompost in improving soil health, increasing crop productivity, and reducing the use of chemical fertiliser. Farmers were also trained on the proper dosage and application methods of these organic inputs in field crops and kitchen gardens.

The participants actively engaged in the demonstration and interacted with the resource person on various aspects of organic and soil nutrient management. The programme was appreciated by the participants as a friendly and sustainable agricultural practices while creating awareness about the efficient use of organic inputs in the Khar Basti area.

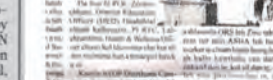
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Volume: 6 Issue: 99, 132 D: 17th Jan 2026 Nidari Phokkhara // //

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Passenger ship flirts 93 in register

Chennai Newsline: Tamil Nadu's first motorised road coach, the Tamil Nadu State Road Transport Corporation (TNSRTC) has been registered with the Tamil Nadu Motor Vehicle Registration Department (TNMV) as a passenger vehicle. The TNSRTC has been registered with the TNMV as a passenger vehicle for the first time. The TNSRTC has been registered with the TNMV as a passenger vehicle for the first time. The TNSRTC has been registered with the TNMV as a passenger vehicle for the first time.

Passage of the 93

Chennai Newsline: The Tamil Nadu Motor Vehicle Registration Department (TNMV) has been registered with the Tamil Nadu Motor Vehicle Registration Department (TNMV) as a passenger vehicle. The TNSRTC has been registered with the TNMV as a passenger vehicle for the first time. The TNSRTC has been registered with the TNMV as a passenger vehicle for the first time. The TNSRTC has been registered with the TNMV as a passenger vehicle for the first time.

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EARTH NEWS SERVICE

LEH: Taking scientific farming practices directly to rural communities, the Kishu Vigyan Kendra (KVK) Leh, conducted a series of awareness and outreach programmes across Nubra Valley under the month-long 'Khet Bachao Abhiyan', aimed at promoting sustainable agriculture, improving soil health and strengthening engagement between farmers and agricultural scientists.

The campaign activities were held from June 4 to 6 in Khardung, Hunder Tyakshi, Thang and Bogdang villages, where farmers received technical guidance on crop management, horticulture and climate-resilient agricultural practices tailored to Ladakh's cold arid conditions.

The outreach programme was attended by University of Ladakh Vice Chancellor Prof. Saket Kushwaha, who interacted with farmers and underlined the growing importance of scientific interventions, natural farming methods and climate-resilient agriculture in enhancing farm productivity and securing sustainable livelihoods in the region.

Addressing the gathering, Dr. Feroz Din Sheikhi, Professor and Head, KVK Leh, outlined the objectives of the 'Khet Bachao Abhiyan' and stressed the impor-

tance of regular field visits and direct engagement with farming communities to identify and address emerging challenges in agriculture and horticulture.

Agricultural experts, including Dr. Sabiya Asmat, Dr. Kunzang Lamo and Dr. Disket Dolkar, shared practical recommendations on household nutrition, vegetable cultivation, fruit crop management and sustainable farming techniques suited to local agro-climatic

As part of the programme, scientists conducted field-based demonstrations on natural farming, low tunnel technology and apricot harvesting and post-harvest management. The demonstrations were designed to equip farmers with practical skills to improve productivity while conserving natural resources.

Farmers actively participated in the interactive sessions, raising concerns related to crop production, soil fertility, pest and

disease management and horticultural practices. Scientists responded with need-based technical solutions and advisory support. Participants welcomed

the initiative and appreciated the efforts of KVK Leh and the University of Ladakh in delivering scientific knowledge and practical agricultural solutions directly to villages, thereby reducing the gap between research institutions and farming communities.

The programme concluded with an extensive interaction between farmers and experts, during which participants shared field experiences and received guidance on improving agricultural outcomes.

The Khet Bachao Abhiyan, being observed from June 1 to 30, will continue across various villages of Leh district throughout the month, with the objective of encouraging sustainable agricultural development and fostering closer collaboration between farmers and agricultural scientists.

৮ নতুন দিন ▶ মঙ্গলবার ▶ ০২ জুন ২০২৩

‘ক্ষেত বাঁচাও অভিযান’-এর আনুষ্ঠানিক সূচনা

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খেত বাঁচাও অভিযান ও সারের সুষম
ব্যবহারের মাসব্যাপী কর্মসূচির সূচনা

ସୁଗମତ୍ବ ପ୍ରତିଦର୍ଶନ
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অভিযানের আনুষ্ঠানিক সূচনা করা
হয়ে গেল নিম্নদীর্ঘে।

মাত্রি হ'ল একেবারে উল্টা। 'সুত যাঁও অতিনা' ও 'সারো সুত বাহাংরো মরসাবানী কনকুঠি'র স্তব্ধ সুনাম হ'লে জেত ভানদার ও কুলিগুপ্ত। মাত্রি বাহা সারেক, কুটি উপনিষাদ স্তব্ধ হ'লে ত্রিঈশীল স্তব্ধ। বাহাংরো সারোবো মাংকো কনকুঠি সারেকার কুটি ও কনক কালি মজুক হ'লে পশ্চিমবঙ্গ সারেকার কুটি বহুভবরো ঈশো সুনাম। ১ ভূত হ'লে ৫০ ভূত পশ্চিম দেশেবো পলিত হ'লে 'সুত যাঁও অতিনা' ও 'সারো সুত বাহাংরো সারেকামা শিলা'। ভানী অ' কনকুঠি ব'লে হিসেবো অতীত। নাকুক অ'হম কুটি বিজ্ঞান হ'লে, ভানদার ২ ন্য ক্রম ৫০ কুটি অতীতবো ন্যে উপাস্য হ'লে সত্যেন্দ্রনাথ কুক্ক সার ও প্রকৃষ্ট। কনকুঠি মরসাবানী মরসাবানী

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করা বলেন।

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শিক্ষার্থীদের ভবিষ্যৎ

ওয়াশাট্ট বিশ্ববিদ্যালয়ের কি বৃদ্ধি ?
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ਸ਼ਹੀਦ ਭਗਤ ਸਿੰਘ ਨਗਰ ਦੇ ਕ੍ਰਿਸ਼ੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਲੰਗੜਿਆ
ਵੱਲੋਂ 'ਖੇਤ ਬਚਾਓ ਅਭਿਆਨ' ਮਹਿੰਮ ਦੀ ਸ਼ੁਰੂਆਤ

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ചലച്ചിത്രം

വേൽ ബച്ചാവോ കർഷക സെമിനാർ

ചരിത്രപാഠ • പെരുവണ്ണയ്ക്കടുത്ത് കൃഷി വിജ്ഞാന കേന്ദ്രം കൃഷിയിലേന്നായി സംഘടിച്ച് വേൽ ബച്ചാവോ കർഷക ബോധവൽക്കരണ സെമിനാറും പി എം കിസാൻ സമ്മേളനം നിയമിതമായി. 23ാമത് ഗവ്യ വിതരണത്തിന്റെ തത്സമയ സംഘടനയ്ക്കും നടത്തി. പേരാമ്പ്ര കൊരോടി എൻപിഒ പൊരോട്ടൻ സുഭാഷ് തോമസ് ഉദ്ഘാടനം ചെയ്തു. കർഷകരായ അയ്യപ്പൻ പണി കൊടാടി, ഗണേഷൻ ബാബു

പയ്യോളി, ജാനകി ചരിത്രപാഠ എണ്ണവിഭാഗം ആദിത്യ, കെവിംകെ, ജേയാനി ഡോ.പി. രാധാകൃഷ്ണൻ അധ്യക്ഷത വഹിച്ചു. സീനിയർ സയന്റിസ്റ്റ് ഡോ.സജിഷ്, ഡോ.ബി.പ്രദീപ്, ചരിത്രപാഠ കൃഷിയിലേക്ക് കൃഷി അഡ്വൈസ്റ്ററായ എം.സി. ബീനി, കെ.എൻ.വിനീത എന്നിവർ പ്രസംഗിച്ചു. പച്ചക്കറി വിത്തു, ഹൈക്കൾ, ജീവവ്യത്യാസ സൂക്ഷ്മ ഡോഷകൾ മിശ്രിതം എന്നിവ വിതരണം ചെയ്തു.



M Mathrubhumi മാതൃഭൂമി

കൃഷിവിജ്ഞാനകേന്ദ്രത്തിൽ ജൈവകൃഷി ശില്പശാല



കർഷക മോർച്ചയുടെ നേതൃത്വത്തിൽ വെള്ളാട് മിത്രാനികേതൻ കൃഷിവിജ്ഞാനകേന്ദ്രത്തിൽ സംഘടിപ്പിച്ച ജൈവകൃഷി ശില്പശാല ബി.ഐ.പി. സൗത്ത് ജില്ലാ പ്രസിഡൻ്റ് മുഹമ്മദുൽ ഖാദിർ ഉദ്ഘാടനം ചെയ്യുന്നു. വെള്ളാട് കേന്ദ്രസർക്കാരിന്റെ വാർഷികാഘോഷത്തോടനുബന്ധിച്ച് കർഷക മോർച്ചയുടെ നേതൃത്വത്തിൽ വെള്ളാട് മിത്രാനികേതൻ കൃഷിവിജ്ഞാനകേന്ദ്രത്തിൽ ജൈവകൃഷി ശില്പശാല സംഘടിപ്പിച്ചു. ബി.ഐ.പി. സൗത്ത് ജില്ലാ പ്രസിഡൻ്റ് മുഹമ്മദുൽ ഖാദിർ ഉദ്ഘാടനം ചെയ്യുന്നു. കൃഷിവിജ്ഞാനകേന്ദ്രം വൈസ് ചെയർമാൻ ഡോ. രാജുരാജൻ അധ്യക്ഷനായി. ഗ്രാമപഞ്ചായത്ത് സിംഗപ്പു, കർഷക മോർച്ച സംസ്ഥാന ജനറൽ സെക്രട്ടറി എം.വി.രഞ്ജിത്ത്, സംസ്ഥാന കൺ അഡയൻ കോട്ടാരത്വം, ജില്ലാ പ്രസിഡൻ്റ് മാരായ പ്രദീപ്, മുഹമ്മദ് ധരണിനായർ എന്നിവർ സംസാരിച്ചു. മഞ്ജു തോമസ്, ജോതിരോലാൻ, വർഗീസ് എന്നിവർ വിവിധ വിഷയങ്ങളിൽ പ്രസംഗിച്ചു.

ജില്ലയിൽ ജീവൻ വാക്കാവോ അഭിയാനം ക്ലോസ്



ജില്ലയിൽ ജീവൻ വാക്കാവോ അഭിയാനം ക്ലോസ് ചെയ്തു. ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു. ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു.

ജില്ലയിൽ ജീവൻ വാക്കാവോ അഭിയാനം ക്ലോസ് ചെയ്തു. ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു. ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു.

കൃഷി ഭൂമിയിൽ ജീവൻ വാക്കാവോ അഭിയാനം ക്ലോസ്

ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു. ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു.

ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു. ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു.

ജീവൻ വാക്കാവോ അഭിയാനം ക്ലോസ്

ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു. ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു.

ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു. ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു.

സൂര്യ 2 നിമിഷ

ജീവൻ വാക്കാവോ അഭിയാനം ക്ലോസ്

ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു. ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു.

ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു. ജില്ലാ പഞ്ചായത്ത് പ്രസിഡൻ്റ് മുഹമ്മദ് ധരണിനായർ ഉദ്ഘാടനം ചെയ്തു.

ಕುರುಟಹಳ್ಳಿ: ಕೇತ್ ಸುರಕ್ಷಾ ಅಭಿಯಾನಯಡಿ ಜಾಗೃತಿ ಅಭಿಯಾನ 'ಕೃಷಿ ವಿಜ್ಞಾನಿಗಳ ಸಲಹೆ ಪಡೆಯಿರಿ'

ಪ್ರಜಾವಾಣಿ

ಕುರುಟಹಳ್ಳಿ: ಕೇತ್ ಸುರಕ್ಷಾ ಅಭಿಯಾನಯಡಿ ಜಾಗೃತಿ ಅಭಿಯಾನ 'ಕೃಷಿ ವಿಜ್ಞಾನಿಗಳ ಸಲಹೆ ಪಡೆಯಿರಿ' ಅಭಿಯಾನವು ಕುರುಟಹಳ್ಳಿ ಪಂಚಾಯತ್‌ನಲ್ಲಿ ಜರುಗಿತು. ಕುರುಟಹಳ್ಳಿ ಪಂಚಾಯತ್‌ನಲ್ಲಿ ಜರುಗಿದ ಕೃಷಿ ವಿಜ್ಞಾನಿಗಳ ಸಲಹೆ ಪಡೆಯಿರಿ ಅಭಿಯಾನವು ಕುರುಟಹಳ್ಳಿ ಪಂಚಾಯತ್‌ನಲ್ಲಿ ಜರುಗಿತು.



ಕುರುಟಹಳ್ಳಿ ಪಂಚಾಯತ್‌ನಲ್ಲಿ ಜರುಗಿದ ಕೃಷಿ ವಿಜ್ಞಾನಿಗಳ ಸಲಹೆ ಪಡೆಯಿರಿ ಅಭಿಯಾನವು.

ಕುರುಟಹಳ್ಳಿ ಪಂಚಾಯತ್‌ನಲ್ಲಿ ಜರುಗಿದ ಕೃಷಿ ವಿಜ್ಞಾನಿಗಳ ಸಲಹೆ ಪಡೆಯಿರಿ ಅಭಿಯಾನವು ಕುರುಟಹಳ್ಳಿ ಪಂಚಾಯತ್‌ನಲ್ಲಿ ಜರುಗಿತು. ಕುರುಟಹಳ್ಳಿ ಪಂಚಾಯತ್‌ನಲ್ಲಿ ಜರುಗಿದ ಕೃಷಿ ವಿಜ್ಞಾನಿಗಳ ಸಲಹೆ ಪಡೆಯಿರಿ ಅಭಿಯಾನವು ಕುರುಟಹಳ್ಳಿ ಪಂಚಾಯತ್‌ನಲ್ಲಿ ಜರುಗಿತು.

ಜೂನ್ ತಿಂಗಳಿಗಿಂತ 'ಕೃಷಿ ಭೂಮಿ ಉಳಿಸೋಣ' ಅಭಿಯಾನ

ಕೇಂದ್ರ ಭೂಕೃಷಿ ಇಲಾಖೆಯು ಜೂನ್ ತಿಂಗಳಿಗಿಂತ 'ಕೃಷಿ ಭೂಮಿ ಉಳಿಸೋಣ' ಅಭಿಯಾನವನ್ನು ಆರಂಭಿಸಿದೆ. ಕೇಂದ್ರ ಭೂಕೃಷಿ ಇಲಾಖೆಯು ಜೂನ್ ತಿಂಗಳಿಗಿಂತ 'ಕೃಷಿ ಭೂಮಿ ಉಳಿಸೋಣ' ಅಭಿಯಾನವನ್ನು ಆರಂಭಿಸಿದೆ.



ರೈತರಿಗೆ ಬೇಕೆ ಬಚಾವೋ ಅಭಿಯಾನ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮ



ಕೇಂದ್ರ ಭೂಕೃಷಿ ಇಲಾಖೆಯು ರೈತರಿಗೆ ಬೇಕೆ ಬಚಾವೋ ಅಭಿಯಾನ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ಆರಂಭಿಸಿದೆ. ಕೇಂದ್ರ ಭೂಕೃಷಿ ಇಲಾಖೆಯು ರೈತರಿಗೆ ಬೇಕೆ ಬಚಾವೋ ಅಭಿಯಾನ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ಆರಂಭಿಸಿದೆ.

ಕೇಂದ್ರೀಯ ಕೃಷಿ ಗಣಿಗಾ ಪ್ರತಿಷ್ಠಾನ, ತುರ್ಗೇನೇಶ್ವರ ದೇವಾಲಯ 'ಸೇವಾ ಕೇಂದ್ರ' ಆರಂಭಿಸಿದೆ

ಕೇಂದ್ರೀಯ ಕೃಷಿ ಗಣಿಗಾ ಪ್ರತಿಷ್ಠಾನ, ತುರ್ಗೇನೇಶ್ವರ ದೇವಾಲಯ 'ಸೇವಾ ಕೇಂದ್ರ' ಆರಂಭಿಸಿದೆ. ಕೇಂದ್ರೀಯ ಕೃಷಿ ಗಣಿಗಾ ಪ್ರತಿಷ್ಠಾನ, ತುರ್ಗೇನೇಶ್ವರ ದೇವಾಲಯ 'ಸೇವಾ ಕೇಂದ್ರ' ಆರಂಭಿಸಿದೆ.

ಭೂಮಿ ಉಳಿಸಿ ಅಭಿಯಾನ

ಭೂಮಿ ಉಳಿಸಿ ಅಭಿಯಾನವು ಜೂನ್ ತಿಂಗಳಿಗಿಂತ ಆರಂಭಿಸಿದೆ. ಭೂಮಿ ಉಳಿಸಿ ಅಭಿಯಾನವು ಜೂನ್ ತಿಂಗಳಿಗಿಂತ ಆರಂಭಿಸಿದೆ.

କେନ୍ଦ୍ରୀୟ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନ, ଭୁବନେଶ୍ୱର ଦ୍ୱାରା ପ୍ରଚାର କଳାଂଶ ଠାରେ “କ୍ଷେତ ବଚାଓ ଅଭିଯାନ”

ଭୁବନେଶ୍ୱର (୧୧/୦୮): କେନ୍ଦ୍ରୀୟ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନ (ICAR-CIWA), ଭୁବନେଶ୍ୱର ଏକ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ପ୍ରସଙ୍ଗ ଠାରେ ଏକ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ଚର୍ଚ୍ଚା-ସମ୍ମାନେଷଣ କାର୍ଯ୍ୟକ୍ରମ ଆୟୋଜନ କରିଛନ୍ତି । ଏହା ଯୋଗୁଁ ଗ୍ରାମ ଶାସନ ସମିତି ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ମଧ୍ୟମରେ ଗଭୀର ସମ୍ପର୍କ ଗଠିତ ହେବ । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଗ୍ରାମ ଶାସନ ସମିତିର ସଭାପତି, ଗ୍ରାମ ପଞ୍ଚାୟତ ସଭା ସଭ୍ୟମାନେ ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ସଭାପତି, ସଭ୍ୟମାନେ ଉପସ୍ଥିତ ରହିଥିଲେ ।



ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଗ୍ରାମ ଶାସନ ସମିତିର ସଭାପତି ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ସଭାପତି ମଧ୍ୟ ଉପସ୍ଥିତ ରହିଥିଲେ । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଗ୍ରାମ ଶାସନ ସମିତିର ସଭାପତି ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ସଭାପତି ମଧ୍ୟ ଉପସ୍ଥିତ ରହିଥିଲେ ।

କେନ୍ଦ୍ରୀୟ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନ, ଭୁବନେଶ୍ୱର

କ୍ଷେତ
ବଚାଓ
ଅଭିଯାନ

କେନ୍ଦ୍ରୀୟ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନ, ଭୁବନେଶ୍ୱର

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କୃଷକ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ



କଳାପଥର, ୧୦/୦୮: ବୋଲଗଡ଼ ବ୍ଲକ୍ ଧଳାପଥର ପଞ୍ଚାୟତ ଗୋପାଳାଧିପତି କୃଷକ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ ଆୟୋଜନ କରିଛନ୍ତି । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଗ୍ରାମ ଶାସନ ସମିତିର ସଭାପତି ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ସଭାପତି ମଧ୍ୟ ଉପସ୍ଥିତ ରହିଥିଲେ । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଗ୍ରାମ ଶାସନ ସମିତିର ସଭାପତି ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ସଭାପତି ମଧ୍ୟ ଉପସ୍ଥିତ ରହିଥିଲେ ।

କେନ୍ଦ୍ରୀୟ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନ ପକ୍ଷରୁ କ୍ଷେତ ବଚାଓ ଅଭିଯାନ

ବଳଙ୍ଗ, ୧୦/୦୮(ଆସ): କେନ୍ଦ୍ରୀୟ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନ ଭୁବନେଶ୍ୱର ପକ୍ଷରୁ କ୍ଷେତ ବଚାଓ ଅଭିଯାନ ଅନୁଷ୍ଠିତ ହୋଇଛି । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଗ୍ରାମ ଶାସନ ସମିତିର ସଭାପତି ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ସଭାପତି ମଧ୍ୟ ଉପସ୍ଥିତ ରହିଥିଲେ । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଗ୍ରାମ ଶାସନ ସମିତିର ସଭାପତି ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ସଭାପତି ମଧ୍ୟ ଉପସ୍ଥିତ ରହିଥିଲେ ।

କ୍ଷେତରେ ସରୁକ ସାର, ଜୈବିକ ଖାଦ୍ୟ ବ୍ୟବହାରକୁ ପ୍ରୋତ୍ସାହିତ

କୃଷକ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ
କେନ୍ଦ୍ରୀୟ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନ, ଭୁବନେଶ୍ୱର ଏକ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ପ୍ରସଙ୍ଗ ଠାରେ ଏକ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ଚର୍ଚ୍ଚା-ସମ୍ମାନେଷଣ କାର୍ଯ୍ୟକ୍ରମ ଆୟୋଜନ କରିଛନ୍ତି । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଗ୍ରାମ ଶାସନ ସମିତିର ସଭାପତି ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ସଭାପତି ମଧ୍ୟ ଉପସ୍ଥିତ ରହିଥିଲେ ।



କେନ୍ଦ୍ରୀୟ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନ, ଭୁବନେଶ୍ୱର

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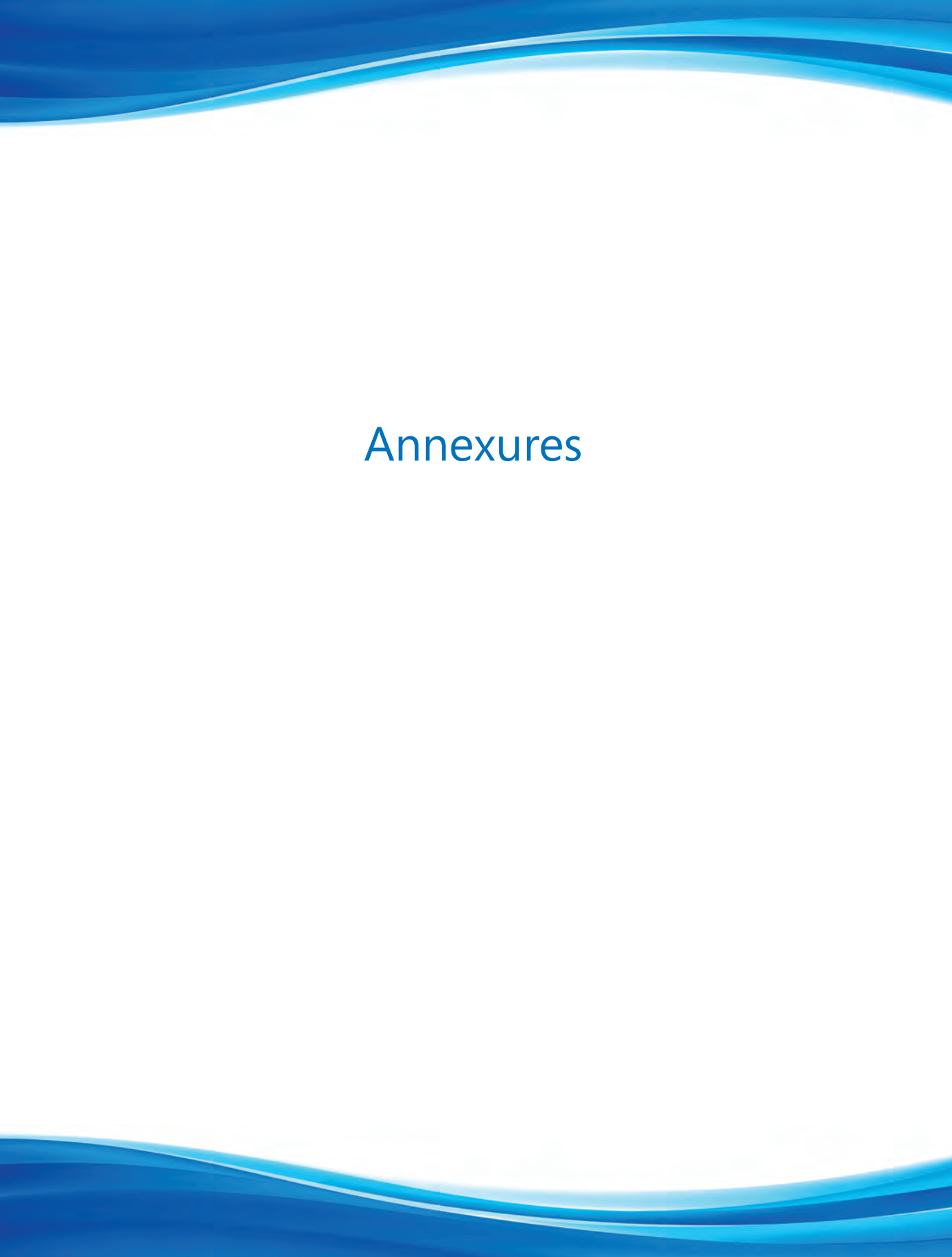


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କୃଷି ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ

କଳାପଥର, ୧୦/୦୮ (ଆସ): ବୋଲଗଡ଼ ବ୍ଲକ୍ ଧଳାପଥର ପଞ୍ଚାୟତ ଗୋପାଳାଧିପତି କୃଷକ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ ଆୟୋଜନ କରିଛନ୍ତି । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଗ୍ରାମ ଶାସନ ସମିତିର ସଭାପତି ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ସଭାପତି ମଧ୍ୟ ଉପସ୍ଥିତ ରହିଥିଲେ । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଗ୍ରାମ ଶାସନ ସମିତିର ସଭାପତି ଏବଂ କୃଷିରତ ମହିଳା ସଂସ୍ଥାନର ସଭାପତି ମଧ୍ୟ ଉପସ୍ଥିତ ରହିଥିଲେ ।





Annexures

Awareness Programmes/Events organized under Khet Bachao Abhiyaan (KBA)

State/UT	No. of Districts	No. of Villages	No. of programs/ Events	No. of Participants		
				Male	Female	Total
A & N Islands	3	160	160	4215	3050	7265
Andhra Pradesh	28	1693	2423	115643	47437	163080
Arunachal Pradesh	22	1104	842	33197	14472	47669
Assam	32	2369	5343	249424	102993	352417
Bihar	38	2982	8750	503147	291087	794234
Chhattisgarh	27	3084	4836	146815	66934	213749
Delhi	4	233	226	7974	2440	10414
Goa	2	104	71	1983	965	2948
Gujarat	30	1973	7740	261726	112230	373956
Haryana	22	2067	4704	187945	35381	223326
Himachal Pradesh	12	1614	1823	47148	50106	97254
Jammu & Kash- mir	20	1951	1663	96091	25160	121251
Jharkhand	24	2768	2530	70115	110455	180570
Karnataka	31	3789	3041	152859	69082	221941
Kerala	14	1398	1672	42590	28723	71313
Ladakh	2	164	310	4855	11038	15893
Lakshadweep	1	83	78	1724	1464	3188
Madhya Pradesh	40	1927	2674	67957	28788	96745
Maharashtra	36	3955	5053	213279	80225	293504
Manipur	15	877	489	13382	15415	28797
Meghalaya	12	655	430	13249	21818	35067
Mizoram	10	650	447	26324	19897	46221
Nagaland	15	636	541	19556	22958	42514
Odisha	30	5167	10934	354701	234159	588860

State/UT	No. of Districts	No. of Villages	No. of programs/ Events	No. of Participants		
				Male	Female	Total
Punjab	23	2366	2991	171325	11974	183299
Rajasthan	41	2986	5909	211072	72662	283734
Sikkim	6	458	202	8085	4496	12581
Tamil Nadu	35	3742	12815	210193	188432	398625
Telangana	29	1188	3285	287028	134901	421929
Tripura	8	739	603	28904	19186	48090
Uttar Pradesh	75	12878	32685	2471442	854628	3326070
Uttarakhand	13	1820	1059	86991	50093	137084
West Bengal	26	3326	7807	278519	110527	389046
Total	728	71,102	1,34,348	63,97,185	28,46,600	92,43,785



State/UT-wise Demonstrations organized under *Khet Bachao Abhiyaan*

State/UT	No. of demonstration	No. of participants
A & N Islands	794	1227
Andhra Pradesh	3863	18115
Arunachal Pradesh	141	5244
Assam	246	8922
Bihar	4453	8359
Chhattisgarh	1064	1871
Delhi	917	2171
Goa	144	300
Gujarat	15730	17709
Haryana	2263	1519
Himachal Pradesh	1705	10174
Jammu & Kashmir	1924	8961
Jharkhand	676	5000
Karnataka	2264	48109
Kerala	391	7103
Ladakh	284	12518
Lakshadweep	46	1268
Madhya Pradesh	1406	2695
Maharashtra	16626	33110
Manipur	351	8977
Meghalaya	556	44763
Mizoram	305	46715
Nagaland	191	24553

State/UT	No. of demonstration	No. of participants
Odisha	6026	56253
Puducherry	84	1423
Punjab	3034	4140
Rajasthan	9325	9301
Sikkim	58	505
Tamil Nadu	1389	19945
Telangana	3840	8958
Tripura	497	23519
Uttar Pradesh	14960	22886
Uttarakhand	1227	4714
West Bengal	1942	7732
Total	98,722	4,78,759



Participation of VVIPs during Khet Bachao Abhiyaan (KBA)

Name of State	Governor/ LG	CM	Union Minister	State Minister	MP	MLA/ MLC	Total
Andhra Pradesh	0	0	3	2	2	15	22
Arunachal Pradesh	0	0	0	1	0	6	7
Assam	0	0	2	1	0	9	12
Bihar	0	0	15	5	5	20	45
Chhattisgarh	0	1	0	0	4	8	13
Delhi	0	0	1	0	0	0	1
Goa	0	0	0	2	0	2	4
Gujarat	0	0	2	2	4	8	16
Haryana	0	1	2	1	0	5	9
Himachal Pradesh	0	0	0	1	1	2	4
Jammu and Kashmir	0	0	1	2	1	13	17
Jharkhand	0	0	1	0	0	1	2
Karnataka	0	0	0	0	7	7	14
Kerala	0	0	1	1	0	2	4
Ladakh	1	0	0	0	0	1	2
Madhya Pradesh	0	0	2	5	7	22	36
Maharashtra	0	0	2	0	1	8	11
Manipur	0	0	0	0	0	2	2
Meghalaya	0	0	0	0	0	1	1
Mizoram	1	0	0	0	0	1	2
Odisha	0	0	0	0	3	3	6
Puducherry	1	0	0	2	0	1	4

Name of State	Governor/ LG	CM	Union Minister	State Minister	MP	MLA/ MLC	Total
Punjab	0	0	0	0	1	3	4
Rajasthan	2	1	4	6	2	9	24
Tamil Nadu	0	0	0	0	0	4	4
Telangana	0	0	2	0	3	1	6
Tripura	0	1	0	6	0	12	19
Uttar Pradesh	0	0	5	15	2	7	29
Uttarakhand	0	1	1	6	1	8	17
West Bengal	0	0	0	4	2	28	34
Total	5	5	44	62	46	209	371



Print and Electronic Media coverage under *Khet Bachao Abhiyaan*

State/UT	No. of Radio Talk	No. of TV Talk	No. of New Papers covered KBA	No. of TV channels covered KBA	No. of YouTubers Covered KBA	No. of electronic Portals covered KBA
A & N Islands	1	0	24	1	1	10
Andhra Pradesh	24	23	438	38	31	23
Arunachal Pradesh	0	0	56s	2	22	9
Assam	16	5	73	25	23	46
Bihar	1	16	692	63	58	89
Chhattisgarh	16	6	153	23	49	100
Delhi	0	4	5	1	0	1
Goa	2	1	6	2	0	7
Gujarat	0	10	55	8	63	13
Haryana	2	2	114	4	4	12
Himachal Pradesh	0	1	140	8	6	35
Jammu & Kashmir	13	34	100	46	55	121
Jharkhand	4	11	157	6	10	32
Karnataka	91	41	854	102	83	59
Kerala	43	18	139	29	24	70
Ladakh	0	1	11	4	7	4
Madhya Pradesh	26	6	94	13	38	37
Maharashtra	10	47	96	17	33	38
Manipur	4	8	17	8	6	4
Meghalaya	1	2	25	1	4	141
Mizoram	0	1	29	12	6	21
Nagaland	1	23	14	2	2	11

State/UT	No. of Radio Talk	No. of TV Talk	No. of New Papers covered KBA	No. of TV channels covered KBA	No. of YouTubers Covered KBA	No. of electronic Portals covered KBA
Odisha	15	27	264	80	83	114
Puducherry	0	1	22	6	1	1
Punjab	15	4	505	3	921	168
Rajasthan	70	26	351	19	13	14
Sikkim	0	0	22	0	2	3
Tamil Nadu	22	10	159	10	23	20
Telangana	5	16	370	32	24	55
Tripura	6	2	17	17	4	35
Uttar Pradesh	21	15	183	18	754	75
Uttarakhand	8	20	150	31	30	115
West Bengal	9	10	62	29	53	55
Total	426	391	5397	660	2433	1538



Social Media Outreach under Khet Bachao Abhiyan

State/UT	WhatsApp	Facebook	X	Other social media	Total social media
A & N Islands	11670	20873	1690	1287	35520
Andhra Pradesh	667355	217009	39283	6853943	7777590
Arunachal Pradesh	24943	15409	2139	1249	43740
Assam	220444	538029	31038	18183	807694
Bihar	219203	1281399	21297	383193	1905092
Chhattisgarh	47295	296993	32634	22889	399811
Delhi	22458	15370	50819	0	88647
Goa	24861	2310	110	593	27874
Gujarat	706177	438028	26490	10470	1181165
Haryana	103541	69183	54947	4632	232303
Himachal Pradesh	126990	592071	118274	10711	848046
Jammu & Kashmir	411406	1734398	184987	1864	2332655
Jharkhand	117879	452079	3889	37948	611795
Karnataka	1076441	632699	93774	277139	2080053
Kerala	391542	515875	20673	38039	966129
Ladakh	56062	105146	15170	12139	188517
Lakshadweep	6438	608	304	0	7350
Madhya Pradesh	207597	1006562	40311	481432	1735902
Maharashtra	2399030	1741513	83042	203110	4426695
Manipur	20717	89826	24400	3595	138538
Meghalaya	27588	63388	20283	23759	135018

State/UT	WhatsApp	Facebook	X	Other social media	Total social media
Mizoram	187775	265646	29303	43408	526132
Nagaland	43424	49853	14650	9565	117492
Odisha	216605	307645	98661	295137	918048
Puducherry	24524	55038	16454	116834	212850
Punjab	983759	2269550	1001104	85155	4339568
Rajasthan	484002	553546	36073	175002	1248623
Sikkim	4277	17832	1258	51605	74972
Tamil Nadu	1667589	1880673	105364	1756673	5410299
Telangana	152729	165198	18023	431032	766982
Tripura	79977	637858	31917	4147	753899
Uttar Pradesh	1823531	5050043	315428	331949	7520951
Uttarakhand	165156	318188	92428	17611	593383
West Bengal	202552	799508	24449	247541	1274050
Total	12925537	22199346	2650666	11951834	49727383



KHET BACHAAO ABHIYAAN

Selected Key Messages of VVIPs / Public Representatives (State/UT-wise Compilation)

Andhra Pradesh

Union Ministers

Date	Name / Designation	Place	Key Message
18.06.2026	Shri B. Srinivasa Varma, Hon'ble Union Minister for Heavy Industries, Government of India	KVK, West Godavari (Undi)	Promote large-scale organic farming, reduce excessive pesticide and fertilizer use, and strengthen market support for organic produce. <i>Khet Bachaao Abhiyaan — Save Soil, Secure the Future!</i>

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
29.06.2026	Shri Gitta Jayasurya, MLA, Nandikotkur	Nandikotkur Mansdal, Nandyal District	Use crop-specific, need-based and balanced fertilizers, along with crop diversification, for higher productivity, profitability and sustainability. <i>Healthy Soil, Healthy Crops — Khet Bachaao Abhiyaan!</i>

Bihar

Union Ministers

Date	Name / Designation	Place	Key Message
16.06.2026	Shri Ram Nath Thakur, Union Minister of State for Agriculture and Farmers' Welfare, Govt. of India	Dharampur Bande, Morwa Block, Samastipur	Promote organic farming to support farmers and sustainable agriculture. <i>Save Our Fields Today, Ensure Food for Tomorrow!</i>

Date	Name / Designation	Place	Key Message
17.06.2026	Shri Shivraj Singh Chouhan, Union Minister of Agriculture and Farmers' Welfare, Govt. of India	Dharampur Bande, Morwa Block, Samastipur	Adopt organic and natural farming for quality produce, better yields and future generations <i>Balanced Fertilizers, Better Soil — Support Khet Bachao Abhiyaan!</i>
17.06.2026	Shri Ram Nath Thakur, Union Minister of State for Agriculture and Farmers' Welfare, Govt. of India	Dharampur Bande, Morwa Block, Samastipur	Promote eco-friendly farming for food and nutritional security. <i>Protect Every Field; Protect Every Farmer!</i>
18.06.2026	Shri Giriraj Singh, Union Minister of Rural Development and Panchayati Raj, Govt. of India	Dharampur Bande, Morwa Block, Samastipur	Promote green manuring to improve soil fertility, reduce cultivation costs and increase farm profitability. <i>Natural Farming, Living Soil — Khet Bachao Abhiyaan!</i>
20.06.2026	Shri Raj Bhushan Choudhary, Union Minister of State for Jal Shakti, Govt. of India	Dharampur Bande, Morwa Block, Samastipur	Empower farmers through knowledge, technologies and livelihood opportunities. Soil Conservation Is the Foundation of Farmer Prosperity!
20.06.2026	Smt. Annapurna Devi, Union Minister of Women and Child Development, Govt. of India	Dharampur Bande, Morwa Block, Samastipur	Adopt improved agricultural technologies for better productivity and livelihoods. <i>Save Soil, Save Water, Sustain Agriculture!</i>
20.06.2026	Shri Jitan Ram Manjhi, Union Minister of Micro, Small and Medium Enterprises, Govt. of India	Dharampur Bande, Morwa Block, Samastipur	Reduce dependence on chemical fertilizers and promote natural farming for safer food and healthier soils. <i>Healthy Fields, Prosperous Farmers — Join Khet Bachao Abhiyaan!</i>
23.06.2026	Shri Ram Nath Thakur, Union Minister of State for Agriculture and Farmers' Welfare, Govt. of India	Dharampur Bande, Morwa Block, Samastipur	Promote traditional and natural farming for sustainable agriculture. <i>Let Every Farm Flourish — Khet Bachao Abhiyaan is a Good Initiative!</i>

State Ministers

Date	Name / Designation	Place	Key Message
16.06.2026	Dr. Prem Kumar, Speaker, Bihar Legislative Assembly	KVK Gaya	Healthy soil is the foundation of prosperous and sustainable agriculture. <i>Nurture the Soil Today for Generations Tomorrow!</i>
17.06.2026	Shri Vijay Kumar Sinha, Agriculture Minister, Govt. of Bihar	Naubatpur, Patna	Adopt organic and natural farming while reducing dependence on chemical inputs. <i>Khet Bachao Abhiyaan: A People's Movement for Sustainable Farming!</i>
18.06.2026	Shri Vijay Kumar Sinha, Agriculture Minister, Govt. of Bihar	KVK Gaya	Promote millet cultivation as a sustainable and nutritious farming option. <i>Khet Bachao Abhiyaan — Save Soil, Secure the Future!</i>
20.06.2026	Shri Vijay Kumar Sinha, Agriculture Minister, Govt. of Bihar	BAU Sabour, Patna	Adopt natural farming on at least 25 percent of farmland. <i>Healthy Soil, Healthy Crops — Khet Bachao Abhiyaan!</i>

Goa

State Ministers

Date	Name / Designation	Place	Key Message
20.06.2026	Shri Ramesh B. Tawadkar, Minister of Art & Culture, Sports & Youth Affairs, Tribal Welfare (Govt. of Goa)	Canacona, South Goa	Promote soil-health management, natural farming and balanced fertilizer use to reverse soil degradation and support sustainable productivity. <i>Save Our Fields Today, Ensure Food for Tomorrow!</i>

Date	Name / Designation	Place	Key Message
01.06.2026	Shri Subhash Phal Desai, Minister for Social Welfare, Government of Goa	Cavrem-Pirla	Promote soil health management, natural farming and balanced fertilizer use, along with available farmer-support schemes. <i>Balanced Fertilizers, Better Soil — Support Khet Bachaao Abhiyaan!</i>

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
20.06.2026	Shri Anton Vas, MLA, Cortalim Constituency & Chairman, Goa Khadi and Village Industries Board	Velsao, South Goa	Maintain healthy soil through judicious fertilizer use and protect fields through sustainable farming. <i>Protect Every Field; Protect Every Farmer!</i>
Date	Name / Designation	Place	Key Message
27.06.2026	Shri Nilesh Cabral, MLA of Curchorem Constituency	Curchorem, South Goa	Keep fields under cultivation, increase farm income and protect the environment through sustainable farming. <i>Natural Farming, Living Soil — Khet Bachaao Abhiyaan!</i>

Gujarat

Union Ministers

Date	Name / Designation	Place	Key Message
04.06.2026	Shri Bhagirath Chaudhary, Union Minister of State for Agriculture, Govt. of India	Chanduvav, Veraval	Promote natural farming, alternatives to urea and DAP, green manuring, and bio-inputs such as Nano Urea, Nano DAP and bio-fertilizers. <i>Soil Conservation Is the Foundation of Farmer Prosperity!</i>

Members of Parliament (MPs)

Date	Name / Designation	Place	Key Message
18.06.2026	Shri Haribhai Patel, M.P.	KVK, Mehsana	Reduce excessive chemical fertilizer use and promote organic inputs and natural farming to restore soil health, reduce cultivation costs and improve profitability. <i>Save Soil, Save Water, Sustain Agriculture!</i>

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
17.06.2026	Mr. Hardik Patel, MLA of Viramgam, Gujarat	KVK, Arnej	Adopt improved technologies and university recommendations, while preparing for El Niño through climate-resilient farming. <i>Healthy Fields, Prosperous Farmers — Join Khet Bachao Abhiyaan!</i>
20.06.2026	Shri Rakeshbhai Desai, MLA	KVK Navsari	Use organic inputs and natural farming to reduce harmful chemicals, lower cultivation costs, protect health and maintain soil fertility. <i>Let Every Farm Flourish — Khet Bachao Abhiyaan Is a Good Initiative!</i>
18.06.2026	Mr. Gautam Chauhan, MLA of Talaja	KVK Bhavnagar	Use knowledge and technologies to improve soil fertility, conserve natural resources and enhance sustainable agricultural productivity. <i>Nurture the Soil Today for Generations Tomorrow!</i>

Himachal Pradesh

Members of Parliament (MPs)

Date	Name / Designation	Place	Key Message
23.06.2026	Sh. Anurag Singh Thakur, M.P. (Hamirpur)	Kalol, Bilaspur	Promote scientific crop-residue management, natural-resource conservation and farmer-led innovation for sustainable agriculture. <i>Khet Bachao Abhiyaan: A People's Movement for Sustainable Farming!</i>

Jammu & Kashmir

Union Ministers

Date	Name / Designation	Place	Key Message
09.06.2026	Dr. Jitendra Singh, Union Minister of State, Department of Space & Department of Atomic Energy, Govt. of India	Hiranagar, Kathua	Use practical knowledge and technologies to conserve soil, manage crop residues and strengthen sustainable farming. <i>Khet Bachao Abhiyaan — Save Soil, Secure the Future!</i>

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
12.06.2026	Sh. Surinder Bhagat, MLA (Marh)	Sangrampur & Samka, Jammu	Conserve soil and natural resources and use agricultural residues scientifically to build productive, climate-resilient farming systems. <i>Healthy Soil, Healthy Crops — Khet Bachao Abhiyaan!</i>
15.06.2026	Sh. Mir Mohammad Fayaz, MLA (Kupwara)	Kupwara, Jammu & Kashmir	Promote green manuring, bio-fertilizers and sustainable practices to improve productivity, farmer income, food safety and environmental sustainability. <i>Save Our Fields Today, Ensure Food for Tomorrow!</i>



Jharkhand

Union Ministers

Date	Name / Designation	Place	Key Message
20.06.2026	Smt. Annapurna Devi, Union Minister of Women and Child Development, Govt. of India	KVK Koderma, Jharkhand	Use suitable green-manure crops to improve soil quality and nutrient availability. <i>Balanced Fertilizers, Better Soil — Support Khet Bachao Abhiyaan!</i>

Kerala

Union Ministers

Date	Name / Designation	Place	Key Message
9.06.2026	Shri Suresh Gopi, Hon'ble Union Minister of State for Petroleum, Natural Gas and Tourism	Thrissur	Regularly use compost, manure and suitable crop residues to improve soil structure, moisture retention and nutrient availability. <i>Protect Every Field; Protect Every Farmer!</i>

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
5.06.2026	T. K. Govindan Thaliparamba	Kannur	Use farmyard manure, compost, vermicompost and crop residues to improve soil structure, moisture retention and reduce cultivation costs. <i>Natural Farming, Living Soil — Khet Bachao Abhiyaan!</i>
15.06.2026	Sri Nattakom Suresh Ettumanoor	Kottayam	Prevent soil erosion, maintain organic matter, and use fertilizers and water judiciously for healthy soils. <i>Soil Conservation Is the Foundation of Farmer Prosperity!</i>

Date	Name / Designation	Place	Key Message
23.06.2026	Adv. T. Siddique, MLA Kerala State Agriculture Minister	Thiruvananthapuram	Use compost, manure and suitable crop residues to improve soil structure, water-holding capacity and nutrient availability. <i>Save Soil, Save Water, Sustain Agriculture!</i>
23.06.2026	G. R. Anil, Nedumangad	Thiruvananthapuram	Protect soil to ensure healthy crops, healthy farmers and productive agriculture for future generations. <i>Healthy Fields, Prosperous Farmers — Join Khet Bachao Abhiyaan!</i>
25.06.2026	Adv. T. Siddique MLA Kerala State Agriculture Minister	Thiruvananthapuram	Promote organic farming where suitable, using farmyard manure, compost and vermicompost to improve soil structure and biological activity. <i>Let Every Farm Flourish — Khet Bachao Abhiyaan Is a Good Initiative!</i>
30.06.2026	G Stephan, Kattakkada	Thiruvananthapuram	Test soil nutrient status and pH and apply fertilizers according to soil-test recommendations. <i>Nurture the Soil Today for Generations Tomorrow!</i>

Karnataka

Members of Parliament (MPs)

Date	Name / Designation	Place	Key Message
9.06.2026	Yaduveer Krishnadatta Chamaraja Wadiyar, Mysuru	Kodagu	Use sunhemp, dhaincha and other green-manure crops to add organic matter and nitrogen to the soil. <i>Khet Bachao Abhiyaan: A People's Movement for Sustainable Farming!</i>
10.06.2026	Basavaraj Somappa Bomma, Haveri	Haveri	Protect soil health by avoiding excessive and indiscriminate chemical fertilizer use. <i>Khet Bachao Abhiyaan — Save Soil, Secure the Future!</i>

Date	Name / Designation	Place	Key Message
19.06.2026	B.Y. Raghavendra Shivamogga.	Shivamogga	Healthy soil is the foundation of sustainable agriculture, food security and farmer prosperity. <i>Healthy Soil, Healthy Crops — Khet Bachaao Abhiyaan!</i>
22.06.2026	Govinda Karajola, Chitradurga	Chitradurga	Maintain soil organic matter to support long-term productivity, water-holding capacity and nutrient availability. <i>Save Our Fields Today, Ensure Food for Tomorrow!</i>
24.06.2026	Shri Jagadish Shettar, Belagavi South	Belgavi-2	Use locally available biological and natural inputs according to crop and agro-climatic conditions. <i>Balanced Fertilizers, Better Soil — Support Khet Bachaao Abhiyaan!</i>

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
5.06.2026	Sri G.T. Devegowda, Mysuru	Mysore	Combine organic manures, bio-fertilizers and judicious chemical fertilizers for sustainable crop production. <i>Protect Every Field; Protect Every Farmer!</i>
5.06.2026	Sri Harish B.P, Harihara	Davanagere	Adopt Integrated Farming Systems to strengthen farm income and resilience. <i>Natural Farming, Living Soil — Khet Bachaao Abhiyaan!</i>
5.06.2026	K. N. Rajanna Madhugiri Tumakuru	Tumkuru-2	Adopt crop rotation and diversification, including legumes, to improve soil fertility and farm sustainability. <i>Soil Conservation Is the Foundation of Farmer Prosperity!</i>

Date	Name / Designation	Place	Key Message
6.06.2026	Mr. Harish B P, Harihara	Davanagere	Add organic matter through compost, crop residues and green manures to improve soil quality. <i>Save Soil, Save Water, Sustain Agriculture!</i>
9.06.2026	K. G. Bopaiah Virajpet	Kodagu	Protect soil fertility for healthy crops, healthy families and productive farming in the future. <i>Healthy Fields, Prosperous Farmers — Join Khet Bachaao Abhiyaan!</i>
9.06.2026	Basavraj Neelappa, Bydagi	Haveri	Save water and fertilizers through efficient irrigation and nutrient management. <i>Let Every Farm Flourish — Khet Bachaao Abhiyaan is a Good Initiative!</i>
13.06.2026	Ashok M. Managuli, Sindagi	Bijapur	Protect fertile land by adopting soil-conserving farming practices and avoiding degradation. <i>Nurture the Soil Today for Generations Tomorrow!</i>
15.06.2026	Janadrddanreddy, Gangawati	Kopal	Combine traditional farmer knowledge with modern science for sustainable farming. <i>Khet Bachaao Abhiyaan: A People's Movement for Sustainable Farming!</i>
15.06.2026	B Y Vijayendra Shikaripura,	Shivamogga	Use fertilizers and organic resources efficiently to improve farm economics. <i>Khet Bachaao Abhiyaan — Save Soil, Secure the Future!</i>
15.06.2026	C. N. Niranjan Kumar Gundlupete	Chamarajnagar	Use green manuring to add organic matter and nutrients, improve soil structure and support sustainable production. <i>Healthy Soil, Healthy Crops — Khet Bachaao Abhiyaan!</i>

Date	Name / Designation	Place	Key Message
15.06.2026	S. S. Mallikarjun Davanagere North	Davanagere	Protect soil fertility to sustain higher productivity and yields for future generations. <i>Save Our Fields Today, Ensure Food for Tomorrow!</i>
16.06.2026	Shri. Jyothi Ganesh, Tumakuru Town	Tumkuru-2	Use green-manure crops to improve soil fertility and reduce dependence on external nutrient inputs. <i>Balanced Fertilizers, Better Soil — Support Khet Bachaao Abhiyaan!</i>
19.06.2026	Mr. S.Rudregowda, Shivamogga	Shivamogga	Promote green manuring as a farmer-friendly practice for improving soil condition and sustainable crop production. <i>Protect Every Field; Protect Every Farmer!</i>
22.06.2026	K. S. Naveen, Chitradurga	Chitradurga	Promote natural farming through efficient use of local resources and ecological approaches. <i>Natural Farming, Living Soil — Khet Bachaao Abhiyaan!</i>
24.06.2026	Shri Abhay Patil, Belagavi South	Belagavi-II	Use organic and natural farming to support soil health through biological activity and recycling of farm resources. <i>Soil Conservation Is the Foundation of Farmer Prosperity!</i>
29.06.2026	M. P. Renukacharya , Davanagere	Davanagere	Protect agricultural fields through scientific farming and community participation to safeguard food security and Ladakh's agricultural heritage. <i>Save Soil, Save Water, Sustain Agriculture!</i>

Date	Name / Designation	Place	Key Message
30.06.2026	Shri M.P. Renukacharya, Ex MLA	Davanagere	<p>Reduce indiscriminate chemical fertilizer and pesticide use and promote natural farming, bio-inputs and sustainable technologies, with special attention to small and marginal farmers and KVK support.</p> <p><i>Healthy Fields, Prosperous Farmers — Join Khet Bachao Abhiyaan!</i></p>

Ladakh

Public Representatives

Date	Name / Designation	Place	Key Message
20.06.2026	Adv. Reyaz Ahmad Khan, Councillor, LAHDC Kargil	Kargil-1, Ladakh	<p>Use soil-test-based balanced fertilizer application, Broad Bed and Furrow technology, and soil- and water-conserving practices for resilient crop production.</p> <p><i>Let Every Farm Flourish — Khet Bachao Abhiyaan is a Good Initiative!</i></p>

Maharashtra

Union Ministers

Date	Name / Designation	Place	Key Message
27.06.2026	Shri Ram Nath Thakur, Hon'ble Union Minister of State for Agriculture & Farmers Welfare	Baramati	<p>Promote balanced fertilizer use based on soil testing and Broad Bed and Furrow technology for soil and water conservation, improved productivity and resilient farming.</p> <p><i>Nurture the Soil Today for Generations Tomorrow!</i></p>

Members of Parliament (MPs)

Date	Name / Designation	Place	Key Message
20.06.2026	Smt. Smita Wagh, MP	Jalgaon	Adopt climate-resilient technologies, water conservation, organic farming, crop diversification and soil-health management to address climate risks. <i>Khet Bachao Abhiyaan: A People's Movement for Sustainable Farming!</i>

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
19.06.2026	Smt. Shwetatai Mahale, MLA	Krishi Vigyan Kendra, Buldhana-II	Protect agricultural land as a foundation of food security and promote natural farming. <i>Khet Bachao Abhiyaan — Save Soil, Secure the Future!</i>

Manipur

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
01.06.2026	Shri Kh. Joykisan Singh, MLA	KVK, Imphal East	Reduce chemical fertilizer use and promote environmentally sustainable practices to protect soil health and ecological balance. <i>Healthy Soil, Healthy Crops — Khet Bachao Abhiyaan!</i>

Meghalaya

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
05.06.2026	Shri C. Ymbon, MLA	KVK, Jaintia Hills	Reduce excessive chemical fertilizer and pesticide use, adopt natural farming, undertake soil testing and strengthen farmer training, market linkages and high-value organic crops. <i>Save Our Fields Today, Ensure Food for Tomorrow!</i>

Mizoram

Governor

Date	Name / Designation	Place	Key Message
01.06.2026	Dr. V K. Singh, Hon'ble, Governor of Mizoram	KVK, Aizawl	Use soil-test-based fertilizers, green manuring, organic and natural farming, crop diversification and climate-resilient practices. <i>Balanced Fertilizers, Better Soil — Support Khet Bachao Abhiyaan!</i>

Odisha

Members of Parliament (MPs)

Date	Name / Designation	Place	Key Message
20.06.2026	Shri Rudra Narayan Pany, Hon'ble MP Dhenkanal Constituency	Angul	Promote balanced fertilizer use, soil health, green manuring and organic farming. <i>Protect Every Field; Protect Every Farmer!</i>
	Shri Bibhu Prasad Tarai, MP, Jagatsinghpur	Jagat-singhpur	Promote Integrated Nutrient Management, climate-resilient technologies, organic and natural farming, and enterprise-based Integrated Farming Systems. <i>Natural Farming, Living Soil — Khet Bachao Abhiyaan!</i>

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
24.06.2026	Smt. Subasini Jena, MLA, Basta	Basta	Follow soil-test-based balanced fertilizer use, natural farming and KVK scientific advisories for sustainable agriculture and healthy living. <i>Soil Conservation is the Foundation of Farmer Prosperity!</i>
	Er. Prakash Chandra Sethi, MLA, Cuttack Sadar	Kishore Nagar, Cuttack Sadar	Promote soil testing, balanced fertilizer use, and organic and natural farming in crop production. <i>Save Soil, Save Water, Sustain Agriculture!</i>

Date	Name / Designation	Place	Key Message
24.06.2026	Shri Rabindra Narayan Behera, MP, Jajpur	Jajpur	Promote crop diversification, efficient natural-resource use and soil-test-based fertilizer application. <i>Healthy Fields, Prosperous Farmers — Join Khet Bachao Abhiyaan!</i>
	Sri Amara Kumar Nayak, MLA, Badachana, Jajpur	Jajpur	Promote Khet Bachao Abhiyaan as a people's movement for soil conservation, environmental protection and sustainable rural development. <i>Let Every Farm Flourish — Khet Bachao Abhiyaan is a Good Initiative!</i>

Punjab

Members of Parliament (MPs)

Date	Name / Designation	Place	Key Message
08.06.2026	Padma Shri Sant Balbir Singh Seechewal, Member of Parliament (Rajya Sabha)	Mothanwala & Jainpur, Kapurthala	Adopt innovative, farmer-friendly technologies that reduce input costs, improve soil fertility and make farming more profitable and sustainable. <i>Nurture the Soil Today for Generations Tomorrow!</i>

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
08.06.2026	Dr. Ishank Kumar, MLA (Chabbewal, Hoshiarpur)	Village Behbalpur, Hoshiarpur	Convert farm residues into organic manure to strengthen soil health and support resilient farming. <i>Khet Bachao Abhiyaan: A People's Movement for Sustainable Farming!</i>
25.06.2026	S. Jasvir Singh Raja Gill, MLA (Tanda, Hoshiarpur)	Harsi Pind, Hoshiarpur	Promote natural farming with KVK technical support and coordinated assistance to improve soil and human health. <i>Khet Bachao Abhiyaan — Save Soil, Secure the Future!</i>

Telangana

Union Ministers

Date	Name / Designation	Place	Key Message
20.06.2026	Shri Bandi Sanjay Kumar, Hon'ble Minister of State for Home Affairs	KVK, Karimnagar (Jammi Kunta)	Promote organic and natural farming, millet cultivation and crop diversification to restore soil health and reduce excessive chemical use. <i>Healthy Soil, Healthy Crops — Khet Bachao Abhiyaan!</i>

Members of Parliament (MPs)

Date	Name / Designation	Place	Key Message
20.06.2026	Smt. D. K. Aruna, M.P.	KVK, Mahabubnagar-I	Promote natural farming and reduce excessive agrochemical use, while strengthening integrated nutrient management, soil conservation and climate resilience. <i>Save Our Fields Today, Ensure Food for Tomorrow!</i>

Tripura

State Ministers

Date	Name / Designation	Place	Key Message
19.06.2026	Shri Ratan Lal Nath, Agriculture Minister, Govt. of Tripura	KVK, Sepahijala	Promote soil-test-based balanced fertilization, natural farming, bio-inputs and Integrated Farming Systems, supported by scientist-farmer interaction. <i>Balanced Fertilizers, Better Soil — Support Khet Bachao Abhiyaan!</i>

Uttar Pradesh

Union Ministers

Date	Name / Designation	Place	Key Message
25.06.2026	Shri Shivraj Singh Chouhan, Hon'ble Union Minister of Agriculture & Farmers' Welfare and Rural Development, Government of India	Acharya Narendra Deva University of Agriculture and Technology (ANDUAT), Kumarganj, Ayodhya	Promote soil health management, balanced nutrient use and scientific farming through modern technologies and extension services. <i>Protect Every Field; Protect Every Farmer!</i>

State Ministers

Date	Name / Designation	Place	Key Message
25.06.2026	Shri Surya Pratap Shahi, Minister of Agriculture, Agricultural Education & Agricultural Research, Government of Uttar Pradesh	Acharya Narendra Deva University of Agriculture and Technology (ANDUAT), Kumarganj, Ayodhya	Strengthen scientific agriculture, soil conservation and farmer awareness under KBA. <i>Natural Farming, Living Soil — Khet Bachao Abhiyaan!</i>
25.06.2026	Shri Baldev Singh Aulakh, Minister of State for Agriculture, Agricultural Education & Agricultural Research, Government of Uttar Pradesh	Acharya Narendra Deva University of Agriculture and Technology (ANDUAT), Kumarganj, Ayodhya	Conserve soil health, use crop residues scientifically and adopt climate-resilient technologies for sustainable agriculture. <i>Soil Conservation is the Foundation of Farmer Prosperity!</i>

Uttarakhand

Union Ministers

Date	Name / Designation	Place	Key Message
26.06.2026	Sh. Shivraj Singh Chouhan, Union Minister of Agriculture & Farmers Welfare, Govt. of India	GBPUAT, Pantnagar, Rudrapur	Build productive and sustainable farming systems through healthy soils, efficient resource management and informed farmers. <i>Save Soil, Save Water, Sustain Agriculture!</i>

State Ministers

Date	Name / Designation	Place	Key Message
07.06.2026	Sh. Ganesh Joshi, Minister of Agriculture & Farmers Welfare, Government of Uttarakhand	Kashipur, Udham Singh Nagar	Healthy soil and healthy crops are essential for resilient farms and prosperous farmers. <i>Healthy Fields, Prosperous Farmers — Join Khet Bachao Abhiyaan!</i>
01.06.2026	Sh. Ganesh Joshi, Minister of Agriculture & Farmers Welfare, Government of Uttarakhand	Dehradun	Strengthen awareness of sustainable agriculture, efficient resource use and environmentally responsible farming under KBA. <i>Let Every Farm Flourish — Khet Bachao Abhiyaan is a Good Initiative!</i>

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
11.06.2026	Sh. Kishor Upadhyay, MLA, Tehri	Nawakot, Tehri Garhwal	Encourage farmers, farm women, rural youth and extension personnel to adopt and spread modern scientific farming methods while conserving natural resources. <i>Nurture the Soil Today for Generations Tomorrow!</i>

West Bengal

Members of Legislative Assembly (MLAs)

Date	Name / Designation	Place	Key Message
01.06.2026	Shri Debasis Ojha, Hon'ble MLA, Labpur Constituency	Bolpur-Sriniketan	Protect agricultural land and crops as a shared responsibility and strengthen sustainable farming through KVK-led awareness and collective action. <i>Khet Bachao Abhiyaan: A People's Movement for Sustainable Farming!</i>
	Shri Anupam Ghosh, Hon'ble MLA Jagatballavpur Constituency, Howrah	Jagatballavpur	Promote practical organic farming through KVK-produced bio-fertilizers and bio-pesticides. <i>Khet Bachao Abhiyaan — Save Soil, Secure the Future!</i>
	Smt. Barnali Dhara, MLA, Kulpi, South 24-Parganas	Nischinta Pur, Kulpi	Protect agricultural land, promote sustainable farming and safeguard fertile fields for future food security. <i>Healthy Soil, Healthy Crops — Khet Bachao Abhiyaan!</i>
02.06.2026	Mrs. Sabitri Barman, Hon'ble MLA, Sitalkuchi, Cooch Behar	Mathabhanga II	Use fertilizers judiciously and promote improved technologies to increase production without harming the environment. <i>Save Our Fields Today, Ensure Food for Tomorrow!</i>
04.06.2026	Shri Subir Nag, Hon'ble MLA Chinsurah Constituency, Hooghly	Chinsurah-Magrah, Kodalía	Promote organic and natural farming and Integrated Nutrient Management to maintain soil fertility, produce safe food and protect human health. <i>Balanced Fertilizers, Better Soil — Support Khet Bachao Abhiyaan!</i>
05.06.2026	Shri Budhrai Tudu, Hon'ble MLA, Tapan, Dakshin Dinajpur	Majhian	Promote balanced fertilizer use and soil-health management for sustainable agriculture. <i>Protect Every Field; Protect Every Farmer!</i>

Date	Name / Designation	Place	Key Message
12.06.2026	Shri Subhas Chandra Panja, MLA, Mahishdal, Purba Medinipur	Mahishadal	Promote balanced fertilizer use and natural farming, including salt-tolerant and short-duration varieties. <i>Natural Farming, Living Soil — Khet Bachao Abhiyaan!</i>
	Shri Dipankar Jana, Minister of State Sundarban Affairs, South 24-Parganas	Baruipur	Maintain soil fertility through natural farming, soil testing and judicious use of fertilizers and crop-protection chemicals. <i>Soil Conservation Is the Foundation of Farmer Prosperity!</i>
	Shri Sumanta Mondal, MLA Sagar, South 24-Parganas	Baruipur	Promote farmer schemes, women-friendly technologies, livestock-based income, women's training and natural farming. <i>Save Soil, Save Water, Sustain Agriculture!</i>
	Smt. Rupa Ganguly, MLA Sonarpur (Dakshin), South 24-Parganas	Baruipur	Promote natural farming, long-term soil health and reduced chemical fertilizer use. <i>Healthy Fields, Prosperous Farmers — Join Khet Bachao Abhiyaan!</i>
	Shri Ruidas Mahato, MLA Bagmundi, Purulia	Rabindra bhavan, Purulia-I block	Use fertilizers judiciously, adopt weather-resilient farming and strengthen training in crop and livestock technologies. <i>Let Every Farm Flourish — Khet Bachao Abhiyaan is a Good Initiative!</i>
	Shri Jaladhar Mahato, MLA Balarampur, Purulia	Rabindra bhavan, Purulia-I block	Use soil-test-based nutrient management, farmer schemes and water harvesting for crop and livestock needs. <i>Nurture the Soil Today for Generations Tomorrow!</i>

Date	Name / Designation	Place	Key Message
	Mrs. Moina Murmu, MLA Manbazar-I , Purulia	Rabindra Bhavan, Purulia-I block	Use soil-test-based fertilizers and bio-pesticides, ensure timely weather advisories and improve seed availability. <i>Khet Bachao Abhiyaan: A People's Movement for Sustainable Farming!</i>
	Shri Biswajit Mahato, MLA Joypur, Purulia	Rabindra bhavan, Purulia-I block	Promote crop diversification, natural farming, soil-test-based fertilizer use, land shaping for lowlands and judicious crop-protection practices. <i>Khet Bachao Abhiyaan — Save Soil, Secure the Future!</i>
13.06.2026	Shri Santanu Pramanik, MLA Bhagwanpur, Purba Medinipur	Bhagwanpur-II	Promote natural farming, maintain soil fertility and use high-yielding varieties to improve production. <i>Healthy Soil, Healthy Crops — Khet Bachao Abhiyaan!</i>
	Shri Debasish Dhar, MLA Sonarpur (Uttar), South 24-Parganas	Sonarpur	Apply fertilizers after soil testing, promote vermicompost and kitchen gardens, and support women-friendly technologies and livestock rearing. <i>Save Our Fields Today, Ensure Food for Tomorrow!</i>
	Smt. Rupa Ganguly, MLA Sonarpur (Dakshin), South 24-Parganas	Sonarpur	Use agricultural land properly, test soil before fertilizer application and promote natural farming. <i>Balanced Fertilizers, Better Soil — Support Khet Bachao Abhiyaan!</i>
	Toraf Hossain Mondal, Hon'ble MLA, Kumarganj, Dakshin Dinajpur	Kumarganj	Protect soil as a national resource through judicious fertilizer use and Soil Health Card recommendations, with coordinated action by farmers, scientists and extension personnel. <i>Protect Every Field; Protect Every Farmer!</i>

Date	Name / Designation	Place	Key Message
13.06.2026	Shri Bidyut Roy, Hon'ble MLA, Balurghat, Dakshin Dinajpur	Balurghat	Use chemical fertilizers judiciously, develop water-harvesting structures and adopt drought-tolerant varieties. <i>Natural Farming, Living Soil — Khet Bachaao Abhiyaan!</i>
	Shri Nadiar Chand Bouri, Hon'ble Minister of State, Purulia	Kushjuri, Kashipur	Conserve local crop varieties, strengthen watershed management, and support tribal livelihoods through livestock, poultry and organic farming. <i>Soil Conservation is the Foundation of Farmer Prosperity!</i>
	Shri Sudip Mukherjee, MLA, Purulia	Bongabari, Purulia-II	Maintain soil health, reduce excessive chemical use, conserve water and promote vermicompost. <i>Save Soil, Save Water, Sustain Agriculture!</i>
	Shri Nadiar Chand Bouri, Hon'ble Minister of State, Purulia	Kushjuri, Kashipur	Protect cultivable land from non- agricultural use, promote organic farming and adopt tolerant varieties for future food security. <i>Healthy Fields, Prosperous Farmers — Join Khet Bachaao Abhiyaan!</i>
14.06.2026	Shri Tapas Roy, Hon'ble MLA, Banshihari, Dakshin Dinajpur	Gangarampur	Promote organic manure and paddy-straw biochar for soil-health management and strengthen organic farming in the Sundarbans. <i>Let Every Farm Flourish — Khet Bachaao Abhiyaan is a Good Initiative!</i>
	Shri Satyendra Nath Ray, Hon'ble MLA Gangarampur, Dakshin Dinajpur	Gangarampur	Adopt climate-resilient crop practices, salt-tolerant varieties, water harvesting and bio-pesticides. <i>Nurture the Soil Today for Generations Tomorrow!</i>

Date	Name / Designation	Place	Key Message
	Shri Biswanath Das, MLA, Joynagar, South 24-Parganas	Nimphth	Promote natural and sustainable farming to reduce chemical fertilizer and pesticide use, protect the environment and improve soil fertility. <i>Khet Bachao Abhiyaan: A People's Movement for Sustainable Farming!</i>
	Shri Naushad Siddiqui, MLA Bhangore, South 24-Parganas	Bhangore II	Promote natural farming, balanced fertilizer use, high-value crops, improved varieties and bio-pesticides. <i>Khet Bachao Abhiyaan — Save Soil, Secure the Future!</i>
16.06.2026	Shri Jagannath Sarkar, Hon'ble MP Ranaghat, Nadia	Betna, Ranaghat-II	Promote farmer-support initiatives, natural farming and judicious fertilizer use for sustainable agriculture. <i>Healthy Soil, Healthy Crops — Khet Bachao Abhiyaan!</i>
	Shri Sukanta Biswas, Hon'ble MLA Krishnaganj, Nadia	Betna, Ranaghat-II	Promote technology-driven and digital agriculture, natural farming, crop insurance, infrastructure development and sustainable production. <i>Save Our Fields Today, Ensure Food for Tomorrow!</i>
20.06.2026	Shri Khagen Murmu, Hon'ble MP, Malda (North)	Malda (Addl.)	Strengthen KVK technology dissemination and promote balanced fertilizer use for sustainable agriculture. <i>Balanced Fertilizers, Better Soil — Support Khet Bachao Abhiyaan!</i>

Date	Name / Designation	Place	Key Message
24.06.2026	Shri Raju Karmakar, Hon'ble MLA, Malda Vaishnavnagar	Malda (Addl.)	Promote women-centric agriculture and farmer welfare along with natural farming. <i>Protect Every Field; Protect Every Farmer!</i>
	Shri Chinmoy Deb Barman, Hon'ble MLA Gazole, Malda	Malda (Addl.)	Support small and marginal farmers through proper land-use planning, soil- and crop-based fertilizer use and bio-pesticides. <i>Natural Farming, Living Soil — Khet Bachao Abhiyaan!</i>
	Dr. Sukanta Majumdar - Union Minister of State in Ministry of Education, North 24-Parganas	Nilganj, Barrackpore	Maintain soil fertility through natural farming, crop diversification and vermicompost use. <i>Soil Conservation is the Foundation of Farmer Prosperity!</i>
	Shri Koustav Bagchi - MLA, Barrackpore, North 24-Parganas	Nilganj, Barrackpore	Following points were raised: <ul style="list-style-type: none"> • Livelihoods of small and marginal farmers to be taken care of and proper land use planning to be followed • Fertilizer use as per the requirements of soil and crops • Bio-pesticides to be used <i>Save Soil, Save Water, Sustain Agriculture!</i>

Date	Name / Designation	Place	Key Message
24.06.2026	Shri Asim Sarkar, Hon'ble MLA Haringhata, Nadia	Nadia KVK	<p>He showed his concern on the following aspects:</p> <ul style="list-style-type: none"> • Maintaining of soil fertility • Natural farming is to be promoted • Crop diversification for maximum profit • Promotion of vermicompost use <p><i>Healthy Fields, Prosperous Farmers — Join Khet Bachao Abhiyaan!</i></p>
	Shri Budhrai Tudu, Hon'ble MLA, Tapan, Dakshin Dinajpur	Majhian	<p>He discussed on the following:</p> <ul style="list-style-type: none"> • Various Central Govt schemes for farmers • Promotion of Natural farming • No indiscriminate use of fertilizer <p><i>Let Every Farm Flourish — Khet Bachao Abhiyaan Is a Good Initiative!</i></p>
	Shri Lakhikanta Sahu MLA, Jhargram	Kadamkanan, Jhargram	<p>He emphasized on balance use of fertilizer, soil health management, natural farming for sustainable agriculture. Also, stressed on the less use of chemical fertilizers and pesticides.</p> <p><i>Nurture the Soil Today for Generations Tomorrow!</i></p>
24.06.2026	Shri Ramnath Thakur, MoS, Agriculture and Farmers Welfare, Uttar Dinajpur	Chopra	<p>He emphasised on natural farming and sustainable agriculture. Latest varieties of seeds should be used.</p> <p><i>Khet Bachao Abhiyaan: A People's Movement for Sustainable Farming!</i></p>





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