

‘Khet Bachao Abhiyan’ reaches 2.712 Crore Citizens; 7.17 Lakh Farmers Sensitised on Balanced Use of Fertiliser

Conducts over 12,979 Camps to promote Soil Health and Sustainable Farming

Posted On: 22 MAY 2026 4:02PM by PIB Delhi

Indian Council of Agricultural Research under Department of Agriculture Research and Education has recorded significant achievements under its nationwide ‘Khet Bachao Abhiyan’, which focuses on soil health, balanced fertiliser use, and sustainable agriculture. The ‘Khet Bachao Abhiyan’ campaign has established a robust outreach across the country through multiple platforms to educate farmers and stakeholders on scientific nutrient management.



Under the Abhiyan, a total of 12,979 awareness camps and seminars have been conducted so far, directly engaging 7.17 lakh farmers. To build capacity, 3,145 training programmes were organised in which 1,11,509 participants took part. Practical knowledge was imparted through 7,928 field demonstrations on green manuring, bio-fertilisers, and organic sources.

To ensure grassroots participation, 4,916 Janpratinidhi Sammelans were held with active involvement of Panchayat, Sarpanch, and Zila Parishad members. Recognising the role of the input supply chain, 9,609 dialogues with input dealers were held to spread awareness on balanced fertiliser use.



The campaign also leveraged farmer collectives, connecting 8,383 farmer-members through FPOs, SHGs, and FIGs. For wider visibility, publicity material including banners, posters, and hoardings was displayed at 53,616 locations across the country. The message was further amplified through 1,144 media broadcasts, which included 944 radio talks and 200 TV/digital programmes. Digital outreach through social media platforms extended the campaign's reach to 2.712 crore people.

The 'Khet Bachao Abhiyan' initiative aims to encourage soil test-based nutrient management and reduce overdependence on chemical fertilisers, thereby protecting soil fertility and ensuring long-term agricultural sustainability.

RC/MS

(Release ID: 2264122) Visitor Counter : 2476

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