



Union Minister Shri Shivraj Singh Chouhan Launches Nationwide 'Khet Bachao Abhiyan' from Raisen, Madhya Pradesh

**From Raisen to the Nation: Shri Shivraj Singh Chouhan Calls
for Healthy Soil, Empowered Farmers and a Prosperous India**

**Save the Soil, Save Farming, Save Farmers : Shri Shivraj
Singh Chouhan Launches National Movement**

**Balanced Fertilizer Use, Soil Health Cards and Scientific
Farming Key to Sustainable Agriculture: Shri Shivraj Singh
Chouhan**

**“The Earth is Our Mother”: Shri Shivraj Singh Chouhan Calls
for a People’s Movement to Protect Soil Health**

**Scientists to Reach Every Village, Farmers to Benefit from
Modern Agricultural Technologies**

**Women’s Empowerment, Youth Development and Agricultural
Transformation at the Core of ‘Khet Bachao Abhiyan’: Shri
Shivraj Singh Chouhan**

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Union Minister for Agriculture & Farmers Welfare and Rural Development, Shri Shivraj Singh Chouhan, launched the nationwide 'Khet Bachao Abhiyan' from Ramasiya village in Raisen district of Madhya Pradesh, delivering a clear message to farmers that if the soil is protected, agriculture will thrive, farmers will become stronger, and the nation will prosper. He called for the promotion of balanced fertilizer use, soil testing, Soil Health Cards, natural farming, water conservation, and scientific agricultural practices.



Launching the month-long campaign, which will run across the country from June 1 to June 30, Shri Chouhan said that the Earth is our mother and protecting its health is a collective responsibility. He appealed to farmers to avoid the indiscriminate use of chemical fertilizers and pesticides and instead apply fertilizers only according to the actual requirements of the soil based on scientific testing. He noted that excessive use of chemicals reduces soil fertility and destroys beneficial micro organisms present in the soil, directly affecting agricultural productivity and increasing cultivation costs.



The Union Minister said that the 'Khet Bachao Abhiyan' is a national resolve to protect Mother Earth. Under the campaign, agricultural scientists, experts from agricultural universities, officials of Krishi Vigyan Kendra, agriculture department teams, and public representatives will visit villages across the country to create awareness among farmers. Farmers will be educated about soil testing, balanced nutrient management, natural farming, modern sowing techniques, water conservation, and advanced agricultural practices.

He emphasized that every farmer must have a Soil Health Card so that fertilizer application can be based on the actual needs of the land. This, he said, will reduce cultivation costs, enhance productivity, and help maintain soil fertility over the long term. Shri Chouhan clarified that while the government provides fertilizers to farmers at subsidized rates, this should not encourage excessive use. Sustainable agriculture, he stressed, depends on the judicious and balanced application of fertilizers.



Shri Chouhan stated that making agriculture more profitable remains a key priority of the Government of India. He informed that special field demonstrations would be organized in the region for soybean, paddy, and pulse crops. Farmers will be trained in the use of improved seeds, scientific sowing methods, modern technologies such as laser levellers, and water-efficient farming practices. Regular training programmes will also be conducted with the support of Krishi Vigyan Kendras and expert institutions.

The Union Minister also linked women's empowerment with the campaign. He said that women would be connected to employment, income-generation activities, and self-employment opportunities through Self-Help Groups. Eligible women will be provided training, financial support, and opportunities to start small enterprises so that they can become self-reliant and contribute to increasing household incomes.



Speaking about youth, Shri Chouhan said that greater opportunities for guidance, skill development, and preparation would be created for them. He observed that rural development is not limited to roads, housing, and basic infrastructure but also includes generating employment, income, and self-reliance within villages.

Shri Shivraj Singh Chouhan said that the campaign launched from Ramasiya village would eventually evolve into a major people's movement driven by public participation. He directed officials to regularly visit villages, provide technical assistance to farmers, and ensure that the commitment to saving agriculture is translated into action on the ground. He appealed to farmers, women, and youth to actively participate in development initiatives, stating that prosperous villages, empowered farmers, self-reliant women, and a brighter future can only be achieved through the collective efforts of government and society.

The Union Minister said that Prime Minister Shri Narendra Modi is a visionary leader who thinks far ahead and plans for future generations. He remarked that Mother Earth does not belong only to the present generation but also to those yet to come. Therefore, he said, its condition should never deteriorate to the point where it can no longer produce food for future generations. To ensure that the soil remains healthy and productive, farmers will be encouraged to use balanced fertilizers based on the actual nutrient requirements of the land.



He further announced that the campaign would also focus on creating awareness against counterfeit fertilizers and pesticides. Farmers will be guided on crop selection and seed varieties best suited to local agro-climatic conditions, appropriate farming systems, seed treatment methods, and other scientific agricultural practices. Information on the use of green manure for improving soil health will also be disseminated. In addition, benefits of various schemes of the Central and State Governments will be extended to farmers across the country through the campaign.



A large number of farmers, agricultural scientists, experts from Krishi Vigyan Kendras, public representatives, and administrative officials attended the programme. On the occasion, nutrition kits were also distributed to malnourished children.



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