



“Save both people and fields”: Union Minister Shri Shivraj Singh Chouhan launches nationwide ‘Khet Bachao Abhiyan’ from Taraori in Karnal

“Prime Minister Shri Narendra Modi feels deeply concerned about why our land and fields cannot remain healthy; protecting soil from becoming barren is our national duty”: Shri Shivraj Singh

Major rural development gift for Haryana: Permanent houses worth ₹1,343 crore approved for 28,422 poor families; Union Minister Shri Shivraj Singh hands over the approval letter

“Nationwide campaign to run from 22 October to 30 November: Scientists will visit villages across the country to raise public awareness,” says Shri Shivraj Singh

“Affordable fertilisers do not mean indiscriminate use: Government provides relief to farmers through subsidies exceeding ₹1.5 lakh crore, but urea and DAP must be applied according to need,” says Shri Shivraj Singh

“Chemical fertilisers and pesticides are turning the human body into a breeding ground for diseases: Farmers should check Soil Health Cards before applying fertilisers and adopt balanced nutrient management,” says Shri Shivraj Singh

“Hardworking farmers of Haryana have shown a new path to the entire country: They are also transforming agriculture in Madhya Pradesh,” says Shri Shivraj Singh Chouhan

“Green ammonia will make India self-reliant in fertiliser production: Adopt crop rotation and do not kill beneficial insects and earthworms by burning crop residue,” says Shri Shivraj Singh

“Start with at least half an acre: Adopt natural farming using Beejamrit and Ghanjeevamrit to reduce costs and increase yields,” says Shri

Farmers take a solemn collective pledge to use fertilisers in a balanced manner and protect their fields, raising slogans of “Bharat Mata Ki Jai” alongside Union Agriculture Minister Shri Shivraj Singh on the sacred land of Taraori

Posted On: 22 OCT 2026 8:48PM by PIB Delhi

Union Minister for Agriculture and Farmers' Welfare, and Rural Development, Shri Shivraj Singh Chouhan today formally launched the nationwide 'Khet Bachao Abhiyan' from the historic town of Taraori in Karnal district, Haryana. Addressing millions of farmers, agricultural scientists and officials who joined virtually from Krishi Vigyan Kendras (KVKs) and agricultural institutions across the country, Shri Chouhan warned that unless the unbalanced use of chemical fertilisers and pesticides was brought under control, the earth could eventually refuse to produce crops and the human body could become a breeding ground for diseases. On the occasion, he called for a comprehensive public awareness campaign in every village across the country from 22nd October to 30th November 2026. As Rural Development Minister, he also announced a major benefit for poor families in Haryana. He handed over to Haryana Agriculture Minister Shri Shyam Singh Rana, on behalf of the state government, an approval letter for financial assistance of ₹1,343.06 crore to construct 28,422 permanent houses under the Pradhan Mantri Awas Yojana-Gramin.

Haryana's farmers have shown the way forward for the entire country

Addressing a large farmers' convention held on the historic land of Taraori, Union Agriculture Minister Shri Shivraj Singh Chouhan said that Haryana's farmers were remarkable for their hard work, dedication and willingness to experiment with new approaches. He observed that progressive farmers from Haryana were writing a new chapter of agricultural transformation not only in their own state but also in states such as Madhya Pradesh, where they were promoting modern and natural farming practices. Emphasising Haryana's influence on agricultural progress across the country, he said that when Haryana showed the way, the entire nation moved forward in that direction. He added that Prime Minister Shri Narendra Modi, too, felt deeply concerned about the deteriorating health of Mother Earth and the need to improve the condition of the country's agricultural land.



Major benefit for Haryana under the Pradhan Mantri Awas Yojana

During the programme, Shri Shivraj Singh Chouhan, in his capacity as Union Rural Development Minister, made a major announcement for rural poor families in Haryana. He said that the central government had approved the construction of 28,422 permanent houses for eligible poor families in the state under the Pradhan Mantri Awas Yojana. An amount of ₹1,343 crore and ₹6 lakh had been sanctioned for this purpose. Shri Chouhan handed over the formal approval letter for this significant allocation to Haryana Agriculture and Animal Husbandry Minister Shri Shyam Singh Rana, who was present on the stage. The approval is expected to help thousands of economically disadvantaged families in the state realise their dream of owning a permanent home.



Affordable fertilisers do not mean indiscriminate use; the government is bearing the subsidy burden

Speaking about fertiliser prices and the government's commitment to farmers, Union Minister Shri Shivraj Singh Chouhan said that despite rising prices in international markets, the central government, under the leadership of Prime Minister Shri Narendra Modi, was ensuring that farmers did not face any additional financial burden. The government was bearing a substantial fertiliser subsidy of more than ₹1.5 lakh crore to ensure that farmers could continue to obtain a bag of urea for just ₹266 and a bag of DAP for ₹1,350. However, he cautioned farmers against assuming that the availability of affordable fertilisers justified their excessive use. "Getting fertilisers at affordable prices certainly does not mean that we should keep applying four bags of urea to our fields. It is a misconception that applying more fertiliser will produce a bigger harvest. Applying fertilisers without need is like wasting our hard-earned money and poisoning the soil. Just as a person can become ill by taking medicines without being sick, excessive fertiliser use is making the health of our Mother Earth deteriorate," he said. He added that India was now moving towards the use of green ammonia, which would help the country become fully self-reliant (*atmanirbhar*) in fertiliser production in the future.



Pesticides are turning the human body into a breeding ground for diseases; both people and fields must be protected

Highlighting the serious consequences of chemical-intensive farming, Shri Shivraj Singh Chouhan said that consuming food produced with poisonous pesticides and excessive, uncontrolled fertiliser use was increasingly turning the human body into a breeding ground for serious diseases. He observed that air, water and food were essential for human survival, and that ancient scriptures regarded food as Brahma, or the divine. If the food itself became impure, he warned, the very existence of human civilisation could be threatened. He stressed that the present effort was not merely a struggle to protect soil

but a sacred mission to safeguard both agricultural land and human life. Protecting the health of the fields, he emphasised, was inseparable from protecting the health of the people who depended on them.

Three practical principles for soil conservation

Union Minister Shri Chouhan outlined three key measures that farmers could adopt to preserve soil fertility and maintain productive agricultural land.

Balanced fertiliser use based on Soil Health Cards: Farmers should check their Soil Health Cards on their mobile phones and identify which nutrients are deficient in their soil. They should then apply only the required fertilisers, in balanced quantities, to address those deficiencies rather than using fertilisers indiscriminately.

Changing the crop cycle through crop rotation: Instead of repeatedly growing paddy followed by wheat, farmers should introduce pulses such as chickpea, lentil and pigeon pea into their cropping cycles. The roots of pulse crops naturally fix nitrogen in the soil, helping to improve its fertility and replenish nutrients.

Adopting natural farming on at least half an acre: Farmers need not initially convert their entire landholding to natural farming. Even if they have five acres, they should begin by adopting natural farming on at least half an acre. They can prepare Beejamrit and Ghanjeevamrit using cow dung, cow urine and soil collected from beneath trees. This would provide chemical-free food for household consumption, reduce cultivation costs and improve soil health. Over two to three years, soil conditions would improve and production could reach levels comparable to those achieved through conventional farming.

Crop-residue management and protection of earthworms, the soil's natural allies

Appreciating the efforts of Taraori's farmers to manage crop residue and maintain high levels of organic carbon in their soil, Union Minister Shri Shivraj Singh Chouhan said that burning crop residue was a self-destructive practice. He explained that setting fire to fields not only causes air pollution but also destroys trillions of microorganisms living in the upper and lower layers of the soil, along with beneficial insects and earthworms that help produce natural manure. These organisms play an essential role in maintaining the soil's natural fertility. Protecting earthworms and beneficial insects, he stressed, was therefore crucial to preserving the health and productivity of agricultural land.

Nationwide public awareness campaign to run from 22nd October to 30th November, 2026

Union Agriculture Minister Shri Shivraj Singh Chouhan called upon vice-chancellors of agricultural universities, the Director General of the Indian Council of Agricultural Research (ICAR), scientists and officials to leave their laboratories and offices and visit villages across the country from 22nd October to 30th November, 2026. They should organise village-level meetings and discussions with farmers to explain the importance of soil health and balanced farming practices. He expressed his resolve to remain actively involved in the campaign on the ground himself, ensuring that the initiative reached farmers directly and helped protect India's agricultural land from becoming barren.



Farmers raise their hands and pledge to protect their fields

At the conclusion of his address, responding to Union Minister Shri Shivraj Singh Chouhan's appeal, the farmers gathered at the venue raised both hands, clenched their fists and took a collective pledge amid resounding slogans of "Bharat Mata Ki Jai". They resolved to use chemicals in their fields in a balanced manner, change their crop cycles, refrain from burning crop residue and gradually adopt natural farming practices to protect the health of Mother Earth.

The historic launch was attended by several prominent agricultural scientists and administrative officials, including ICAR Director General and Secretary of the Department of Agricultural Research and Education (DARE) Dr Mangi Lal Jat and Haryana Additional Chief Secretary (Agriculture) Shri Vijendra Kumar, along with a large number of farmers. During the programme, the dignitaries also released a booklet on the 'Khet Bachao Abhiyan'.

SS/MS/MK

(Release ID: 2326933) Visitor Counter : 585

Read this release in: Punjabi , Gujarati , Urdu , Kannada , Marathi , हिन्दी , Odia , Tamil

Share



1383 words



6 min read