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Khet Bachao Abhiyan-A National Campaign

Dated: 09 June 2026

As part of the nationwide "Khet Bachao Abhiyan", a team of scientists from ICAR-Central Institute for Arid Horticulture (CIAH), Bikaner, organized an awareness programme in the MGMG villages of Kilchu and Udairamsar on 09 June 2026. The programme was conducted by Dr. M. K. Jatav, Dr. S. K. Maheshwari, Dr. Ramkesh Meena, Dr. Pawan Kumar, and Mr. Lokesh Kumar, along with Ms. Sonia Sharma, Agriculture Supervisor.

The primary objective of the campaign was to create awareness among farmers regarding the balanced use of fertilizers, adoption of Integrated Plant Nutrient Management (IPNM) practices, natural farming, preparation and use of natural formulations, organic and inorganic nutrient management, green manuring, soil test-based fertilizer application, and sustainable crop protection measures for enhancing soil health and agricultural productivity.

Addressing the gathering, **Dr. M. K. Jatav** emphasized the importance of the balanced use of fertilizers based on scientific recommendations. He highlighted the significance of natural farming practices and demonstrated the preparation and use of various natural formulations for sustainable crop production. He encouraged farmers to adopt integrated nutrient management approaches to maintain soil fertility, improve crop productivity, and protect the environment.

Dr. S. K. Maheshwari discussed various approaches for disease management in horticultural crops, emphasizing the need to reduce the excessive use of chemical pesticides. He advocated the adoption of plant-origin-based disease control measures and eco-friendly management practices for effective disease control while minimizing environmental risks and chemical residues.

Dr. Ramkesh Meena elaborated on the judicious use of both organic and inorganic fertilizers for sustainable nutrient management. He highlighted the importance of green manuring and recommended the cultivation of green manure crops such as dhaincha, cluster bean, moong, and other legumes to improve soil fertility, enhance organic matter content, and reduce dependence on chemical fertilizers.

During his interaction with the farmers, **Dr. Pawan Kumar** stressed the importance of regular soil testing for assessing soil nutrient status and ensuring the farm-specific and balanced use of fertilizers. He emphasized that fertilizer application based on soil test recommendations helps maintain soil health, improves nutrient use efficiency, reduces unnecessary input costs, and promotes sustainable agricultural production.

Mr. Lokesh Kumar spoke on sustainable nutrient management practices in horticultural crops and encouraged farmers to adopt integrated approaches combining organic manures, biofertilizers, and judicious fertilizer use for long-term productivity and environmental conservation.

During the interaction session, farmers actively participated and shared their concerns regarding nutrient management practices. It was observed that there remains a considerable gap in technical knowledge related to balanced fertilizer application, natural farming practices, and the use of organic nutrient sources. Farmers also expressed the need for the timely availability of quality seeds and authentic planting materials at the local level.



Scientist explaining about the KBA campaign at Kilchu village



Interaction with farmers for nutrient management at Kilchu village



Scientists interacting with farmers about KBA campaign at Udairamsar village



Scientists explaining about BUF to the farmers at Udairamsar village

Team: Dr. M. K. Jatav, Dr. S. K. Maheshwari, Dr. Ramkesh Meena, Dr. Pawan Kumar, and Mr. Lokesh Kumar