

Awareness Programme on Khet Bachao Abhiyan Conducted by Mera Gaon Mera Gaurav (MGMG) Team at Kuan Danda Village for Promoting Soil Health Management and Balanced Fertilizer use on 2nd June, 2026.

Executive Summary

In a concerted effort to drive sustainable agricultural practices, the ICAR-Indian Veterinary Research Institute (IVRI), Izatnagar, organized an impactful awareness programme under the **Khet Bachao Abhiyan** initiative. Spearheaded by the *Mera Gaon Mera Gaurav* (MGMG) Team, the event took place in Kuan Danda village.

The primary objective was to equip local farmers with essential knowledge on soil health management, scientific soil sampling, balanced fertilizer application, and eco-friendly farming techniques necessary for long-term, sustainable crop production.

Team Composition & Farmer Engagement

The programme was successfully executed by the **MGMG Team (Group 9)**, featuring a multi-disciplinary panel of experts who interacted directly with the farming community:

- **Dr. Subhasish Bandyopadhyay** – Principal Scientist
- **Dr. Sameer Srivastava** – Principal Scientist
- **Dr. M.K. Patra** – Senior Scientist
- **Dr. Suman Talukdar** – Senior Scientist
- **Dr. Rakesh Pandey** – Chief Technical Officer (CTO)

Key Technical Themes Addressed

During the interactive session, the scientists detailed several critical pillars of modern, sustainable agriculture:

1. Balanced Fertilizer Use

Experts highlighted the risks associated with an over-reliance on chemical fertilizers. They emphasized the importance of judicious, balanced nutrient applications tailored to specific crop needs to restore soil fertility and optimize yields.

2. Live Demonstration: Soil Sampling & Testing

A practical, step-by-step demonstration was conducted to teach farmers how to correctly collect and prepare soil samples from their fields. The team explained how laboratory soil testing serves as the foundation for precision farming.

3. Vermicomposting

The team promoted the recycling of agricultural and animal organic waste into high-value, nutrient-rich organic manure through vermicomposting, offering a cost-effective alternative to synthetic inputs.

4. Green Manuring

Farmers were encouraged to integrate leguminous crops—such as *dhaincha*, sunhemp, cowpea, berseem, and lucerne—into their crop rotations. The experts explained how these crops naturally fix nitrogen, enhance soil structure, and boost moisture-retention capacity.

Impact and Feedback

Key Metric: A total of **15 farmers and officials** actively participated and directly benefited from this capacity-building initiative.

The resident farmers expressed deep gratitude to ICAR-IVRI, Izatnagar, for bringing scientific expertise directly to their doorsteps. The seamless interaction between the scientific community and grassroots stakeholders was highly appreciated, with participants showcasing a strong enthusiasm to adopt the recommended eco-friendly farming methodologies.





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