

Awareness Programme Conducted under "Mera Gaon Mera Gaurav" and "Khet Bachao Abhiyaan" in Bareilly District

Under the ongoing "Mera Gaon Mera Gaurav" (MGMG) and "Khet Bachao Abhiyaan" initiatives, awareness programmes were organized in various villages of Bareilly district on June 3, 2026, with active participation from ICAR-IVRI scientists and local farmers.

Group 11, comprising Dr. I. Prince Devadason, Dr. Yash Pal Singh, Dr. Rohit Kumar, Dr. T. Yasotha, and Mr. Vinod Kumar Khokar, visited Benipur Sadat village and interacted with 54 farmers. The team created awareness on sustainable agricultural practices, crop protection measures, balanced use of fertilizers, soil health management, and adoption of scientific farming technologies. Farmers were encouraged to adopt improved agricultural practices for enhancing productivity and ensuring long-term sustainability.

Simultaneously, **Group 25**, consisting of Dr. Mukesh Singh, Dr. B. C. Sarvanan, Dr. Karikalan M., Dr. Srinivasan K., and Dr. M. B. Reddy, conducted awareness programmes in Richa and Umedpur Bhuta villages. A total of 28 male farmers from Richa village and 26 male farmers from Umedpur Bhuta village participated in the programme. The scientists interacted closely with the farmers and provided guidance on integrated crop management, soil fertility improvement, pest and disease management, and efficient utilization of agricultural inputs. The farmers actively participated in the discussions and shared their field-level experiences and challenges.

The programmes provided an effective platform for strengthening the linkage between scientists and farmers, facilitating the transfer of scientific knowledge and promoting sustainable agricultural development. The participating farmers appreciated the initiatives and expressed keen interest in adopting the recommended technologies and practices.

Overall, a total of **108 farmers** participated in the awareness programmes conducted by Groups 11 and 25 under the MGMG and Khet Bachao Abhiyaan initiatives.



Bareilly, Uttar Pradesh, India

Benipur Sadat Road, Bareilly, Bareilly, Uttar Pradesh 243123, India
 Lat 28.331020, Long 79.518026
 Wednesday, 03/06/2026 10:49 AM



Umedpur Bhuta, Uttar Pradesh, India

8jg2+q4j, Bareilly - Baisalpur Rd, Umedpur Bhuta, Uttar Pradesh 243126, India
 Lat 28.327225° Long 79.600345°
 Wednesday, 03/06/2026 11:41 AM GMT +05:30

