

Campaign for Judicious use of Fertilizers at ICAR-IVRI, Izatnagar

A targeted campaign promoting the judicious use of fertilizers was successfully conducted in Mandhouli and Dhantiya villages of the Fatehganj West block of Bareilly district on April 23, 2026. The initiative aimed to raise awareness among farmers about balanced nutrient management, sustainable farming practices and reducing dependency on chemical fertilizers.

A team of scientists from ICAR-Indian Veterinary Research Institute—including Dr. A. P. Sahoo, Dr. Vidya Singh, Dr. Madan Singh, Dr. Shyama K. Latheef and Shri Veer Singh—visited the villages and interacted directly with the farming community.

During the programme, the experts emphasized the importance of balanced fertilizer application based on soil health. Farmers were educated on the risks of excessive and imbalanced fertilizer use, including declining soil fertility, increased costs, and environmental degradation. Practical guidance was provided on integrating organic inputs and adopting alternative, sustainable agricultural practices.

A key focus of the campaign was promoting crop planning strategies that reduce fertilizer dependency. The team encouraged diversification, inclusion of legumes and efficient nutrient cycling. Special attention was given to green manuring as a cost-effective and eco-friendly method to improve soil structure and fertility.

In addition to the awareness activities, 15 kg of mineral mixture was distributed to farmers for cattle, highlighting the importance of balanced nutrition in livestock for improved productivity and health.

The scientists also engaged farmers through interactive sessions, addressing field-level challenges and motivating them to adopt improved practices. The initiative saw active participation from local farmers, reflecting growing awareness and interest in sustainable agriculture.

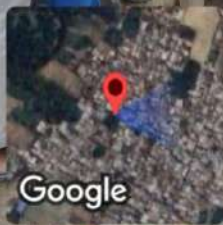
The campaign is part of ongoing efforts to mobilize rural communities towards environmentally responsible farming while ensuring long-term productivity and soil health in the Bareilly District region.








GPS Map Camera



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Dhantiya, Uttar Pradesh, India 

C8xv+3jv, Dhantiya, Uttar Pradesh 243502, India

Lat 28.447426° Long 79.344°

Thursday, 23/04/2026 12:12 PM GMT +05:30