Ministry of Agriculture & Farmers Welfare

Ministry of Agriculture & Farmers Welfare to Launch ‘Khet Bachao Abhiyan – Rabi 2026’ tomorrow; Campaign to Continue Till 30 November

Union Agriculture Minister Shri Shivraj Singh Chouhan to launch the campaign from Karnal, Haryana

Khet Bachao Abhiyan – Rabi 2026’ to Promote Balanced Fertilizer Use, Crop Diversification and Sustainable Farming Practices

Campaign to Organize Farmers’ Conferences, Kisan Chaupals, Training Sessions and Field Demonstrations Across All Administrative Levels

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The Ministry of Agriculture & Farmers Welfare will launch the nationwide ‘Khet Bachao Abhiyan- Rabi 2026’ from 22 October to 30 November 2026 to promote sustainable agriculture, improve soil health and encourage the judicious use of agricultural resources. Shri Shivraj Singh Chouhan, Union Minister of Agriculture & Farmers Welfare, will launch the campaign from Karnal, Haryana.

The campaign aims to create awareness among farmers about the balanced and judicious use of fertilizers and other agricultural inputs based on soil testing. It will promote crop diversification through oilseed, pulse and horticulture missions, encourage the effective utilization of fallow fields after paddy harvesting and promote proper crop residue management. The campaign will also focus on training farmers in the appropriate use of organic and bio-based agricultural products and promoting natural farming through awareness programmes, training sessions and field demonstrations. In addition, it will emphasize water conservation, rainwater harvesting and groundwater recharge, while encouraging sustainable agricultural practices to conserve natural resources and ensure the long-term sustainability of agriculture.

The campaign will focus on improving soil health, promoting the balanced use of fertilizers and other agricultural inputs, enhancing water-use efficiency, and encouraging the adoption of resource-efficient and climate-resilient farming practices. Special emphasis will be placed on creating awareness about the appropriate use of fertilizers, including green ammonia, and biological products; water conservation; crop diversification and intercropping with suitable crops and varieties; efficient utilization

of rice fallows; natural farming; and integrated farming systems. Capacity building, farm mechanization and field demonstrations of improved technologies, including regenerative agriculture practices, will also form key components of the campaign.

Key themes will include crop residue management, integrated pest management, soil health management, climate-resilient agriculture, promotion of oilseeds and pulses, and seed distribution. The campaign will also facilitate the creation of Farmer IDs, promote awareness about crop insurance under the Pradhan Mantri Fasal Bima Yojana (PMFBY), expand coverage under the Kisan Credit Card (KCC) scheme through saturation efforts, and disseminate information about the benefits and opportunities arising from trade agreements.

As part of the campaign, awareness programmes, farmers' conferences, Kisan Chaupals, training sessions and field demonstrations will be organized at the State, district, block and Gram Panchayat levels. State Agriculture Departments, Krishi Vigyan Kendras (KVKs), ICAR institutes, State Agricultural Universities and Agricultural Technology Management Agencies (ATMA) will collaborate to ensure the active participation of agricultural scientists, ATMA functionaries, Farmer Producer Organizations (FPOs), cooperatives, Self-Help Groups (SHGs) and progressive farmers. Publicity through local-language materials, radio, Doordarshan, social media and other IEC activities will further strengthen outreach and ensure wider dissemination of information among farmers.

The campaign targets reaching approximately one crore participants through ATMA and ICAR and total of 4,150 teams involving KVKs and ATMA are envisaged, with more than 12,000 scientists and ATMA functionaries expected to contribute to the campaign.

The Department of Agriculture & Farmers Welfare will coordinate with State Governments, ICAR institutions and other stakeholders to ensure effective implementation and regular monitoring of the campaign, with particular emphasis on farmers' participation and the adoption of sustainable agricultural practices.

Through the 'Khet Bachao Abhiyan', the Government seeks to strengthen soil and water conservation, promote efficient and cost-effective farming practices, improve agricultural sustainability and contribute to the long-term prosperity of farmers and the vision of Viksit Bharat.

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