

Taking Science to Farmers: A Success Story under Khet Bachao Abhiyan

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ABSTRACT

The Viksit Krishi Sankalp Abhiyan under the Khet Bachao Abhiyan was implemented by Krishi Vigyan Kendra, Kotwa, Azamgarh-I, to strengthen the dissemination of scientific agricultural technologies through direct farmer–scientist interaction. During the campaign, field outreach activities were conducted in more than 100 villages across all 17 development blocks of Azamgarh district. Farmers received practical guidance on balanced nutrient management, Natural Resource Management (NRM), integrated pest and disease management (IPM), scientific crop production, horticultural practices, post-harvest management and household nutrition. Field visits, crop diagnostics and interactive discussions enabled timely technical support and strengthened the linkage between farmers and KVK scientists. The campaign demonstrated the effectiveness of field-based extension in delivering need-based scientific advisories and promoting sustainable agricultural practices.

INTRODUCTION:

Agriculture is facing several challenges due to changing climatic conditions, declining soil fertility, indiscriminate use of chemical fertilizers, emerging insect

pests and diseases and the increasing pressure on natural resources. To address these issues and strengthen the transfer of agricultural technologies to farmers, the Khet Bachao

Abhiyan (KBA) was conducted across the country from 1–30 July 2026. Under this campaign, the Viksit Krishi Sankalp Abhiyan (VKSA) was organized from 7–21 July 2026 to promote direct interaction between scientists and farmers and to provide timely technical guidance at the village level.

The campaign was inaugurated by the Hon'ble Union Minister of Agriculture & Farmers' Welfare at Raisen, Madhya Pradesh and concluded at Rewari, Haryana. Scientists from ICAR institutes, State Agricultural Universities and Krishi Vigyan Kendras visited villages and interacted with farmers to understand field-level problems and provide practical, science-based solutions.

During the campaign, emphasis was placed on balanced and need-based use of chemical fertilizers, conservation of soil and water resources through natural resource management (NRM), integrated crop management, integrated pest and disease management and creating awareness about the possible effects of El Niño on crop production. Farmers were encouraged to adopt sustainable farming practices, make efficient use of available resources and seek timely technical advice for improving crop productivity and protecting their fields.

Implementation at KVK

As part of the Viksit Krishi Sankalp Abhiyan under the Khet Bachao Abhiyan, Krishi Vigyan Kendra, Kotwa, Azamgarh-I, implemented an extensive field outreach more than 100 villages across 17 development blocks of Azamgarh district viz., Jahanaganj, Sathiyav, Bilariyaganj, Rani Ki Sarai, Azmatgarh, Mirzapur, Palhani, Mehnagar, Ahiraula, Tahbarpur, Koilsa, Tarwa, Mohammadpur, Palhana, Lalganj, Martinganj and Thekma.

Scientists of the KVK conducted village visits, farmer meetings, field inspections and

interactive technical sessions throughout the campaign period. The programmes focused on identifying field-level production constraints, providing need-based technical guidance and strengthening the linkage between farmers and the agricultural research and extension system. Farmers were encouraged to discuss crop-related issues, enabling scientists to provide practical and location-specific recommendations through direct field interactions.

The campaign ensured wider outreach by covering diverse farming situations across the district, allowing scientific recommendations to reach a large number of farmers through participatory and field-oriented extension activities.



Fig:1 KVK scientists interacting with farmers during the Viksit Krishi Sankalp Abhiyan under the Khet Bachao Abhiyan

Key technical messages delivered

The campaign provided an effective platform for disseminating scientific and location-specific technologies to farmers for improving agricultural productivity, conserving natural resources and promoting sustainable farming practices. Conducted under the guidance of Dr. Akhilesh Kumar Yadav, Senior Scientist & Head, the multidisciplinary team of Krishi Vigyan Kendra, Kotwa, Azamgarh-I, delivered practical recommendations through village meetings, field visits, farmer–scientist interactions and field demonstrations. The technical messages covered all major aspects of agriculture, including soil health management, scientific crop production, crop protection, horticulture, post-harvest management and household nutrition, with special emphasis on the challenges faced during the *kharif* season.

Maintaining soil health through balanced and need-based nutrient management was one of the major themes of the campaign. Farmers were encouraged to reduce the indiscriminate use of chemical fertilizers and adopt fertilizer application based on soil test recommendations. The importance of integrating organic manures, compost, green manuring and biofertilizers with recommended fertilizer doses was explained to improve soil fertility and nutrient use efficiency. Scientific guidance was also provided on soil moisture conservation, efficient use of irrigation water, Natural Resource Management (NRM) and the possible influence of El Niño on rainfall distribution and crop growth. These technical sessions were conducted by Dr. Randhir Nayak, Assoc./Subject Matter Specialist (Soil Science).

Scientific crop production practices for the *kharif* season were explained with emphasis on timely sowing, selection of suitable crop varieties, quality seed, seed treatment, optimum plant population, balanced nutrient

management, weed control and contingency planning under delayed or erratic monsoon conditions. These recommendations were shared by Dr. Divya Singh, Subject Matter Specialist (Agronomy).

Considering the high incidence of insect pests and diseases during the *kharif* season, special emphasis was given to crop protection. Farmers were advised to undertake regular field surveillance, identify pest and disease incidence at an early stage and adopt Integrated Pest Management (IPM) for effective and economical crop protection. Technical guidance was provided on the management of major insect pests and diseases of paddy, maize, pigeon pea, sesame and vegetable crops through cultural, mechanical, biological and need-based chemical methods. Farmers were also advised on seed treatment, conservation of beneficial insects, installation of pheromone, light and yellow sticky traps, safe and judicious use of pesticides, proper spray techniques and resistance management. These technical recommendations were delivered by Dr. Shailendra Kumar Mishra, Subject Matter Specialist (Plant Protection).



Fig:2 Field diagnosis and technical advisory on insect pest and disease management in paddy crops

Scientific management of fruit and vegetable crops during the *kharif* season was also discussed in detail. Farmers were guided on the selection of quality planting material, timely planting, balanced nutrient application, efficient irrigation management, mulching, pruning and orchard sanitation for improving

crop growth and productivity. Practical recommendations were provided on the integrated management of insect pests and diseases in fruit and vegetable crops, emphasizing regular crop monitoring, timely plant protection measures and adoption of good horticultural practices to improve both yield and produce quality. These technical sessions were conducted by Dr. Vijay Kumar Vimal, Subject Matter Specialist (Horticulture).

Reducing post-harvest losses and improving the value of agricultural produce formed another important component of the campaign. Farmers and rural women were made aware of scientific methods of harvesting, cleaning, grading, drying, packaging and storage of cereals, pulses, oilseeds, fruits and vegetables. Practical demonstrations and discussions were conducted on simple processing and value-addition techniques that can enhance the shelf life of agricultural produce, improve product quality and generate additional income through farm-based enterprises. These activities were led by Dr. Suman Devi, Subject Matter Specialist (Food Technology).

Household nutritional security and the effective utilization of locally available food resources were also emphasized during the campaign. Farm families were encouraged to establish nutrition gardens for year-round production of fresh vegetables and fruits to improve dietary diversity and nutritional security. Awareness was created on balanced diets, food hygiene, safe food handling, preservation of nutritious foods and the importance of women's participation in improving the health and nutritional status of rural households. Farmers were also informed about the nutritional importance of locally available seasonal fruits, vegetables and millets for promoting healthy lifestyles. These sessions were conducted by Ms. Akanksha Singh, Subject Matter Specialist (Home Science).

Farmer participation and interaction

The campaign witnessed enthusiastic participation from farmers across the villages covered under the programme. Village meetings, field visits and interactive discussions provided a common platform where farmers could directly interact with KVK scientists and discuss the challenges they were facing in their fields during the *kharif* season. Farmers actively shared their experiences and sought technical guidance on crop production, soil fertility management, insect pests and diseases, horticultural crop management, post-harvest practices and household nutrition.

A major strength of the campaign was the field-based interaction between scientists and farmers. During crop inspections, scientists closely observed crop conditions, diagnosed field problems and provided practical, location-specific recommendations based on the crop stage and prevailing weather conditions. Farmers were encouraged to adopt scientific and need-based management practices and to seek timely technical advice whenever they observed unusual pest incidence, disease symptoms or other production constraints.

The campaign also promoted two-way communication, allowing scientists to understand local farming practices and emerging field problems while enabling farmers to receive immediate clarification on their queries. Such direct interaction strengthened mutual confidence and improved the flow of scientific information from the laboratory to the farmers' fields. The active involvement of farmers throughout the campaign reflected their keen interest in learning about improved agricultural technologies and their willingness to interact with scientists for sustainable and profitable farming.

Outcome and impact

The Viksit Krishi Sankalp Abhiyan under the Khet Bachao Abhiyan significantly strengthened the outreach activities of Krishi Vigyan Kendra, Kotwa, Azamgarh-I, by taking scientific knowledge directly to farmers' fields. The campaign created an effective platform for delivering timely technical guidance, addressing field-level production constraints and promoting regular interaction between scientists and farmers across the district.

Through extensive village visits and field-based advisory services, farmers became more aware of the importance of balanced nutrient management, conservation of soil and water resources, integrated pest and disease management, climate-resilient farming practices and scientific crop management. Particular emphasis on the judicious use of chemical fertilizers, Natural Resource Management (NRM), Integrated Pest Management (IPM) and preparedness for weather-related challenges, including the possible effects of El Niño, encouraged farmers to make more informed crop management decisions.

The direct interaction between scientists and farmers enabled quick identification of field problems and timely dissemination of practical, location-specific recommendations. The campaign also strengthened farmers' confidence in the technical advisory services of Krishi Vigyan Kendra and encouraged them to seek scientific guidance for solving crop-related problems at an early stage. The active participation of farming communities reflected the growing acceptance of field-based extension programmes as an effective means of accessing reliable agricultural information.

Overall, the campaign reinforced the role of Krishi Vigyan Kendras as an important link between agricultural research and farming communities. By promoting scientific, sustainable and need-based agricultural practices, the campaign contributed to strengthening technology dissemination and supporting resilient agricultural development in the district.

CONCLUSION

The Viksit Krishi Sankalp Abhiyan under the Khet Bachao Abhiyan successfully strengthened the outreach activities of Krishi Vigyan Kendra, Kotwa, Azamgarh-I, by taking scientific knowledge directly to farmers' fields. Through extensive village visits, field interactions and need-based technical guidance, the campaign helped bridge the gap between research and farming practices.

The active participation of farmers and the coordinated efforts of the KVK scientists made the campaign an effective platform for technology dissemination, field problem diagnosis and scientific advisory services. The campaign reinforced the importance of balanced nutrient management, integrated pest and disease management, natural resource conservation and climate-resilient farming practices for sustainable agriculture.

Overall, the campaign highlighted the value of regular farmer–scientist interaction and demonstrated how timely, practical and location-specific technical guidance can support informed decision-making and strengthen sustainable agricultural development.

REFERENCE

Authors' own compilation.