National Awareness Campaign
on
Adoption of Science based Nutrient Management
(Balance Use of Fertilizers)

Indian agriculture is at a critical juncture where sustaining productivity while conserving natural resources has become imperative. Over the years, imbalanced and indiscriminate use of fertilizers, pesticides, and other agricultural inputs has led to multiple challenges such as declining soil health, nutrient deficiencies, reduced factor productivity, and environmental degradation. In many regions, excessive reliance on nitrogenous fertilizers and neglect of secondary and micronutrients has resulted in soil fatigue and stagnating yields.

Despite availability of scientific recommendations from institutions like Indian Council of Agricultural Research and State Agricultural Universities, their field-level adoption remains suboptimal due to gaps in awareness, accessibility, and last-mile delivery. Farmers often depend on input dealers or traditional practices rather than soil-test-based and crop-specific recommendations.

An intensive awareness campaign on **science-based nutrient and input management** is therefore essential to promote balanced fertilization, integrated nutrient management, and judicious use of inputs. Such a campaign will not only enhance input-use efficiency and reduce cultivation costs but will **improve soil health** by restoring nutrient balance, enhancing soil organic matter, and promoting biological activity in soils, thereby ensuring long-term sustainability of agricultural production systems.

The campaign is designed to address the following objectives:

1. To create awareness amongst farmers for adoption of science-based nutrient and input management practices (soil test-based, balanced, and integrated use of inputs).
2. To organise training for capacity building of farmers about integrated nutrient management through balanced fertilization, green manuring, and increased use of organic and bio-inputs.
3. To conduct demonstrations at farmers' field on green manuring, integrated nutrient management, and judicious input use for improving soil health and reducing the use of chemical fertilizers.

Keeping this in view, ICAR has constituted a 20 members Special Task Force for impact assessment and development of mitigating measures in Agriculture vide office order F. No. 13(10)/2026-CDN(Tech) dated 2nd April 2026. It is mandated to address emerging global issues and formulate mitigating strategies for the agricultural sector along with regular monitoring and updates for action taken on implementation of the campaign. The composition of the Task Force is as follows:

I. Dr. J. K. Jena, DDG (Fisheries Science)
2. Dr. S. N. Jha, DDG (Agricultural Engineering)
3. Dr. Raghavendra Bhatta, DDG (Animal Science)
4. Dr. Sanjay Kumar Singh, DDG (Horticultural Science)

5. Dr. Rajbir Singh, DDG (Agricultural Extension)
6. Dr. D.K. Yadava, DDG (Crop Science)
7. Dr. Amaresh Kumar Nayak, DDG (NRM)
8. Dr. Sharat Kumar Pradhan, ADG (FFC)
9. Dr. Rajarshi Roy Burman, ADG (Agril. Extn.)
10. Dr. Neeru Bhooshan, ADG (IP&TM)
11. Dr. Anil Dixit, ADG (PIM)
12. Dr. Shubhadeep Ghosh, ADG (Marine Fisheries)
13. Dr. Sudhakar Pandey, ADG (Hort.)
14. Dr. Divakar Hemadri, ADG (AH)
15. Dr. K. P. Singh, ADG (Fann Engg.)
16. Dr. Shanti Kumar Sharma, ADG (EP&HS)
17. Dr. A. Velmuruguan, ADG (SWM)
18. Dr. B.P. Bhatt, OSD to DG, ICAR and ADG (IR)
19. Sh. Pawan Jeet Singh, Director, DARE
20. Dr. Anil Kumar, ADG (Coordination) - Convener

The Task Force shall take immediate action on the following areas:

- Analyse the impact of the current West Asia situation on the agricultural sector and formulate short, medium, and long-term strategies to mitigate the adverse effect of any disruptions.
- Ensure all organizational arms work in tandem to safeguard citizens and farmers from any possible conflict related disruptions, ensuring minimal inconvenience.
- Explore alternate sources of fertilizers to ensure continued availability in the future.
- Launch comprehensive awareness campaigns discouraging overuse of Urea and other fertilizers in Agriculture.
- Develop actionable plans for each of the areas mentioned above.
- Submission of weekly Status Updates and Action Taken Reports (ATRs) to Secretary (DARE) & DG (ICAR).

Further, as a matter of top priority, the Council has established a dedicated monitoring cell-cum-war room at Agricultural Extension SMD of ICAR. Director of the all ICAR Institute will be directly monitoring this at institute level vide DO No. Secy (DARE) & DG (ICAR)/ 2026 dated 15th April 2026. The Steering Committee has also been constituted for ICAR level monitoring as given below:

1. Dr. Rajbir Singh, DDG (Ag Ext) : Chairman
2. Dr. A. Velmurugan, ADG (NRM) : Member
3. Dr. Sharat Kumar Pradhan, ADG (FFC) : Member
4. Dr. R.K. Singh : Member

The ICAR and DA&FW has jointly taken the initiative to activate the KVKs and ATMA officials for launching Special awareness campaign on balanced fertilizer use in districts with high DAP consumption. In this regard, they were instructed to take the following activities on priority:

- Organising village-level awareness camps to educate farmers on balanced fertilizer use, integrated nutrient management, and the appropriate use of fertilizers such as NPK complexes and SSP as per scientific recommendations.
- Awareness and demonstration may be conducted to encourage farmers on the use of bio fertilizers, organic manure, micronutrients etc.
- Organising farmer training programmes and group meetings to explain the adverse effects of excessive use of Urea and DAP and the benefits of balanced fertilizer application.
- Promoting soil test-based fertilizer application and encouraging farmers to use fertilizers as per the recommendations of the Soil Health Card.
- Organising demonstrations/frontline demonstrations to showcase crop-wise recommended fertilizer doses and balanced nutrient application.
- Organising farmer meetings, *chaupals*, and field days in areas/villages with high Urea and DAP consumption.
- Preparing and distributing IEC material in local languages, such as pamphlets, posters, leaflets, and advisories, among farmers.
- Involving progressive farmers, FPOs, input dealers, and local institutions in the awareness campaign.
- Undertaking publicity through local media, community radio, WhatsApp groups, and other suitable platforms.
- Specifically advising farmers not to use Urea and DAP indiscriminately, but to select fertilizers based on soil condition, crop requirement, and scientific recommendations.

It is suggested that district-specific action plans may be prepared for the identified blocks/villages with high Urea and DAP consumption, and the above activities may be implemented on priority, especially during the forthcoming crop season. Farmers should be clearly informed that excessive use of Urea and DAP creates nutrient imbalance in the soil, whereas balanced use of NPK improves soil health, nutrient balance, and fertilizer use efficiency. State-wise, these top 100 districts with high DAP consumption are given below:

S. No.	**Zone**	**No. of districts**	**State**	**Name of districts**
1.	ICAR-ATARI Zone-1, Ludhiana	11	Punjab	Amritsar, Bathinda, Fazilka, Firozepur, Jalandhar, Ludhiana, Moga, Muktsar, Patiala, Sangrur, Tarn Taran
2.	ICAR-ATARI Zone-2, Jodhpur	17	Haryana (7)	Bhiwani, Fatehabad, Hisar, Jind, Karnal, Kurukshetra, Sirsa
			Rajasthan (10)	Ganganagar, Alwar, Baran, Bharatpur, Bikaner, Bundi, Hanumangarh, Jodhpur, Kota, Nagaur

S. No.	Zone	No. of districts	State	Name of districts
3.	ICAR-ATARI Zone-3, Kanpur	30	Uttar Pradesh	Agra, Aligarh, Bahraich, Barabanki, Bareilly, Bijnor, Budaun, Bulandshahr, Etah, Farrukhabad, Firozabad, Hardoi, Hathras, Jalaun, Jhansi, Kannauj, Kanpur Nagar, Kheri, Lalitpur, Maharajganj, Mainpuri, Mathura, Meerut, Mirzapur, Prayagraj, Rae Bareli, Saharanpur, Shahjahanpur, Sitapur, Unnao
4.	ICAR-ATARI Zone-4, Patna	2	Bihar (2)	Purnia and Vaishali
5.	ICAR-ATARI Zone-5, Kolkata	5	Odisha (1)	Bargarh
			West Bengal	Bardhaman, Dinajpur Uttar, Hooghly, Medinipur West
6.	ICAR-ATARI Zone-8, Pune	10	Gujarat (8)	Amreli, Banaskantha, Jamnagar, Junagadh, Kachchh, Morbi, Rajkot, Surendranagar
			Maharashtra (2)	Nashik, Nanded
7.	ICAR-ATARI Zone-9, Jabalpur	12	Chhattisgarh (1)	Bemetara
			Madhya Pradesh (11)	Betul, Dewas, Dhar, Gwalior, Hoshangabad, Jabalpur, Raisen, Rajgarh, Sehore, Ujjain, Vidisha
8.	ICAR-ATARI Zone-10, Hyderabad	8	Andhra Pradesh	Anantapur, Bapatla, Eluru, Guntur, Nandyal, Palnadu, Prakasam, SPSR Nellore
9.	ICAR-ATARI Zone-11, Bengaluru	5	Karnataka	Belgaum, Bijapur, Gulbarga Raichur, Yadgir
	Total	**100**		

Action Plan of the Campaign

Campaign by MGMG Teams of ICAR Institutes

The research Institutes of Indian Council of Agricultural Research are actively implementing the Mera Gaon Mera Gaurav (MGMG) programme to strengthen direct linkages between scientists and farmers. Under this programme, multidisciplinary teams of scientists from ICAR institutes adopt clusters of villages and maintain continuous interaction with farm families through regular visits, meetings, trainings, and demonstrations. The primary focus of this programme is to provide location-specific technological advisories, diagnose field-level problems, and ensure timely dissemination of improved agricultural practices. By facilitating

a strong scientist–farmer interface, the programme accelerates the "lab to land" process, enhances adoption of innovations, and contributes to improved productivity, livelihood security, and sustainable agricultural development in rural areas.

In reference to the meeting held on 6 April 2026 under the Chairmanship of the Secretary (DARE) & Director (ICAR) has advised all Directors of ICAR Institutes to mobilize their teams of Mera Gaon Mera Gaurav (MGMG) for a new ICAR initiative focused on promoting soil health management and balanced use of fertilizers. Accordingly, a total of **957 MGMG teams** comprising **4,522 scientists** will undertake an intensive awareness campaign at the village level to promote scientific nutrient management practices and improve soil health. The Institute-wise details of number of scientists and MGMG teams are given in Annexure-I.

Intensive campaign in top 100 DAP fertilizer consuming districts

The Intensive Awareness Campaign for Adoption of Science-Based Nutrient and Other Input Management will be implemented through multi-organizational **teams across 100 districts,** which have highest consumption of DAP fertilizers. Each team will comprise **four members**, namely: **one scientist from an ICAR institute**, one **Subject Matter Specialist (SMS) from a Krishi Vigyan Kendra (KVK)**, one scientist from the **State Agricultural University (SAU)**, and one officer from the **State Department of Agriculture**. This coordinated approach is intended to ensure convergence of expertise, strengthen last-mile delivery of scientific recommendations, and promote effective adoption of soil health management and balanced fertilizer use at the farmers' field level.

Awareness Campaign by KVKs

The remaining **KVKs** will also actively implement the campaign in their respective jurisdictions. Leveraging their strong grassroots presence and established farmer linkages, these KVKs will organize awareness programmes, trainings, and demonstrations on science-based nutrients and inputs management. They will promote soil test-based recommendations, balanced fertilizer use, green manuring, and integrated nutrient management practices, while facilitating regular farmer-scientist interactions. This decentralized implementation will ensure wider outreach, location-specific interventions, and effective last-mile delivery, thereby contributing to improved soil health, enhanced input-use efficiency, and sustainable agricultural productivity across all districts.

1. Campaign Duration & Coverage:

A two-month (8-week) nationwide campaign on Balanced Use of Fertilizer or Adoption of Science based Nutrient Management will be implemented through 1,657 multidisciplinary teams comprising ICAR institutes, KVKs, and State Departments. Of this, 957 Teams of MGMG from ICAR Institutes (including regional stations), 100 KVK-led multi-organizational team (ICAR, AICRP, KVK & State Dept.) under 100-Top fertilizer consuming districts, and 600 KVK-led teams have been formulated. The following activities have been planned and will be systematically organized to effectively achieve the intended targets.

2. Awareness on Balanced Fertilizer Use & Cross-Learning

The campaign will promote balanced and judicious fertilizer use through intensive field visits, peer learnings, and awareness programmes. In total, about 20,000 field visits will be organized, reaching nearly 30 lakh farmers and facilitating large-scale knowledge dissemination and behavioural change. For this, the team-wise implementation strategy will be:

Team	No. of Teams	No. of visits	No. of Participants/ visit	Total Participation (in lakh)
ICAR-led MGMG Teams	957	8 (one/week)	150	12.0
KVK-led Teams in Top 100-fertilizer consuming districts	100	24 (three/week)	150	3.5
Remaining KVKs	600	16 (two/week)	150	14.5

3. Specialized Capacity Building for Stakeholders

A structured nationwide capacity-building programme will be implemented through 100 ICAR Institutes (including research centres) and 700 KVKs (Top 100-fertilizer consuming districts + 600 remaining KVKs) targeting 5.0 lakh beneficiaries while enhancing their technical, managerial, and adaptive capacities of key agricultural stakeholders. During **two** months of campaign, each ICAR Institute/ Regional Centre/KVK will organize 6 focused training events with 50-100 participants per event. These will include **two** programme for local governance and community representatives (current or former Sarpanch, Panch, Zila Parishad members, innovators etc.), **one** for input dealers & representatives of Cooperative Societies, and **three** for FPOs, SHGs, CHCs & progressive farmers, ensuring targeted skill development and effective dissemination of balanced fertilizer practices. Further, each ICAR Institute/RC/KVK will also keep one lecture balance use of fertilizers and soil heath improvement in regular trainings/ outreach programmes/ specialised capacity building programmes/ short courses/ summer schools/CAFT, etc.

Programme	No. of events to be organized by ICAR Institutes & KVKs	Total No. of participants/event (in lakh)
Input/Local Dealers/ PACs / Representatives of Cooperative Societies	One	0.75
Sarpanch Sammelan: Current & Former *Sarpanchs Panchs*, Zila Parishad members, Other Community Representatives, Farm Innovators etc.	Two	1.25
FPOs, SHGs, CHCs, Progressive Farmers etc.	Three	2.00
Discussion in regular trainings of ICAR Institutes/RCs/KVKs	-	1.00

4. Field demonstrations

A large-scale demonstration programme will be implemented through 100 ICAR Institutes and 700 KVKs to showcase improved and sustainable agricultural practices farmers' field. These demonstrations will act as evidence-based learning platforms, allowing farmers to directly compare scientific interventions with existing practices. In total, about 70,000 demonstrations will be conducted; including 25,000 by ICAR Institutes (institute-wise separate list attached), 15,000 in the top 100 fertilizer-consuming districts (150 per KVK), and 30,000 by the remaining 600 KVKs (50 per KVK) for ensuring wide outreach and practical learning.

5. Field/Harvest Days and Exposure Visits

A total of 20.0 lakh farmers will be engaged through field/harvest day and exposure visits to the demonstrations, providing first hand exposure to improved agricultural technologies under the "Seeing is Believing" approach. Each of 1650 teams will organise **five** field days/harvest days and exposure visits (farmers from cluster villages) during the ensuing crop season, collectively targeting about 250 farmers per team.

6. Strengthening Outreach through Social Media Platforms

Approximately 1.5 crore farmers will be reached through targeted digital campaigns, ensuring wide dissemination of improved agricultural practices and advisories. All organizing teams will actively share and upload daily campaign activities across social media platforms such as WhatsApp, Facebook, X, etc., to maximize visibility and engagement. Consistent use of campaign hashtags like #ICAR, #DKMA, #BalancedFertilization, #SustainableAgriculture etc. will be encouraged to amplify outreach and create a unified national digital presence.

7. Daily Monitoring and Reporting

A robust daily monitoring and reporting system has been implemented to track progress, ensure accountability, and maintain quality across all activities. All teams will submit brief daily updates on field visits, demonstrations, capacity-building events, and outreach through a standardized reporting format, supported by event photographs, short video clips etc.

8. Projected Accomplishments of the campaign

- Awareness among farmers : 50.00 lakhs
- Capacity building of farmers : 5.00 lakhs
  - i) Capacity building of input dealers : 0.75 lakh
  - ii) Interface with Sarpanch, public representatives : 1.25 lakh
  - iii) Interface with FPOs/SHGs/CHCs : 2.00 lakh
- Demonstrations at farmers' field : 0.75 lakh
- Social media outreach : 150 Lakh

Annexure-I

Details of Institute-wise MGMG Teams including Regional Centres

S. No.	ICAR Institutes with Regional Centres	No of Scientists	No. of Teams	No. of Demos
1	CICR, NAGPUR	68	16	700
2	CRIJAF, BARRACKPORE	39	10	500
3	NIRCA, RAJAHMUNDRY	31	7	500
4	DGR, JUNAGARH	19	4	500
5	DRMR, BHARATPUR	24	5	100
6	IARI, ASSAM	36	7	150
7	IARI, HAZARIBAGH	35	5	100
8	IARI, NEW DELHI	528	117	2000
9	IGFRI, JHANSI	77	24	500
10	IIAB, RANCHI	23	5	50
11	IIMR, HYDERABAD	15	6	300
12	IIMR, LUDHIANA	19	5	300
13	IIOR, HYDERABAD	35	7	600
14	IIPR, KANPUR	65	16	600
15	IIRR, HYDERABAD	58	8	500
16	NSRI, INDORE	26	5	1000
17	IISR, LUCKNOW	48	9	200
18	NISST, MAU	29	8	1500
19	IIWBR, KARNAL	51	13	50
20	NBAIR, BENGALURU	34	6	50
21	NBAIM, MAU	12	3	1000
22	NBPGR, NEW DELHI	132	25	500
23	NRIIPM, NEW DELHI	20	5	2000
24	NIBSM, RAIPUR	17	3	500
25	NIPB, NEW DELHI	31	6	50
26	CRRI, CUTTACK	91	19	1000
27	SBI, COIMBATORE	69	17	500
28	VPKAS, ALMORA	29	5	500
29	NRCSS, AJMER	21	5	75
30	CCRI, NAGPUR	48	11	100
31	CIAH, BIKANER	9	3	100
32	CISH, LUCKNOW	35	5	200
33	CITH, SRINAGAR	9	2	50
34	CIARI, PORT BLAIR	23	9	100
35	CPCRI, KASARAGOD	35	10	500
36	CPRI, SHIMLA	50	19	500
37	CTCRI, THIRUVANANTHAPURAM	41	11	200
38	DCR, PUTTUR	16	5	50
39	DFR, PUNE	23	3	50

S. No.	ICAR Institutes with Regional Centres	No of Scientists	No. of Teams	No. of Demos
40	DMAPR, ANAND	16	4	50
41	DMR, SOLAN	11	2	20
42	DOGR, RAJGURUNAGAR PUNE	18	5	50
43	IIHR, BENGALURU	122	21	500
44	IIOPR, PEDAVEGI	13	3	20
45	IISR, KOZHIKODE	38	6	150
46	IIVR, VARANASI	39	8	500
47	NRC BANANA, TIRUCHIRAPALLI	22	4	100
48	NRC GRAPES, PUNE	17	4	50
49	NRC LITCHI, MUZAFFARPUR	9	2	50
50	NRC ORCHIDS, GANGTOK	7	1	10
51	NRC POMEGRANATE, SOLAPUR	17	8	50
52	CARI, IZATNAGAR	13	1	50
53	CIRB, HISAR	28	6	50
54	CIRC, MEERUT	17	1	50
55	CIRG, MAKHDOOM	18	4	50
56	CSWRI, AVIKANAGAR	57	10	50
57	DPR, HYDERABAD	46	9	50
58	NIFMD, BHUBANESWAR	16	2	0
59	IVRI, IZATNAGAR	183	38	500
60	NBAGR, KARNAL	22	3	50
61	NDRI, KARNAL	130	29	200
62	NIANP, BENGALURU	36	8	50
63	NIHSAD, BHOPAL	26	6	0
64	NIVEDI, BENGALURU	8	2	0
65	NRCE, HISAR	16	3	0
66	NRCC, BIKANER	17	2	0
67	NRC ON MEAT, HYDERABAD	15	3	0
68	NRC MITHUN, MEDZIPHEMA	11	3	0
69	NRC PIG, GUWAHATI	19	2	0
70	NRC YAK, DIRANG	7	3	0
71	CAFRI, JHANSI	19	4	100
72	CAZRI, JODHPUR	106	23	500
73	CCARI ELA, OLD GOA	21	5	100
74	CRIDA, HYDERABAD	52	6	500
75	CSSRI, KARNAL	60	15	500
76	DWR, JABALPUR	16	2	100
77	ICAR RCER, PATNA	61	7	500
78	ICAR RC NEH, UMIAM	181	32	500
79	IIFSR, MODIPURAM	28	7	500
80	IISS, BHOPAL	41	10	1000

S. No.	ICAR Institutes with Regional Centres	No of Scientists	No. of Teams	No. of Demos
81	IISWC, DEHRADUN	78	19	500
82	IIWM, BHUBANESWAR	34	7	200
83	MGIFRI, MOTIHARI	12	4	100
84	NBSS&LUP, NAGPUR	57	18	500
85	NIASM, BARAMATI	42	13	500
86	CIFRI, BARRACKPORE	72	13	0
87	CIBA, CHENNAI	58	6	0
88	CIFE, MUMBAI	38	7	0
89	CIFT, COCHIN	37	7	0
90	CIFA, BHUBANESWAR	64	5	50
91	CMFRI, COCHIN	129	26	100
92	DCFR, BHIMTAL	18	4	0
93	NBFGR, LUCKNOW	34	5	0
94	CIWA, BHUBANESWAR	16	5	100
95	NAARM, HYDERABAD	37	6	100
96	NIAP, NEW DELHI	24	3	0
97	CIAE, BHOPAL	73	17	400
98	CIPHET, LUDHIANA	44	11	100
99	CIRCOT, MUMBAI	27	6	50
100	NISA, RANCHI	27	5	50
101	ICAR NINFET, KOLKATA	23	5	0
102	NRC MAKHANA DARBHANGA	8	2	0
	Total	**4522**	**957**	**27875**

Note: Institutes under Agricultural Engineering SMD (97-102) will conduct activities instead of demonstrations during this campaign.