

STANDARD OPERATING PROCEDURE (SOP)
for Implementation of "KHET BACHAAO ABHIYAAN"
(June 01–30, 2026)

1. Background

The Government of India has launched a nationwide campaign titled "**Khet Bachao Abhiyaan**" (**Save the Farm Campaign**) is being implemented from **01st June to 30th June 2026** with the objective of promoting balanced and judicious use of fertilizers, improving soil health, encouraging sustainable nutrient management practices, and accelerating the adoption of Natural Farming across the country.

The campaign envisages intensive interventions in the **100 districts having the highest consumption of Di-Ammonium Phosphate (DAP)**, while simultaneously disseminating the message of balanced fertilization, soil health management and sustainable agriculture in all other districts of the country through a coordinated national effort involving ICAR Institutes, *Krishi Vigyan Kendras* (KVKs), Central/State Agricultural Universities, State Agriculture Departments and other stakeholders.

2. Objectives

The objectives of the Khet Bachao Abhiyan (KBA) are given below:

- To create awareness amongst farmers about the balanced use of fertilizers and other agricultural inputs based on soil testing.
- To train farmers and enhance their capacity in the use of balanced fertilizers, green manure, and organic/biological products.
- To promote natural farming through awareness programmes, training, and field demonstrations.
- To improve soil health and reduce the use of chemical fertilizers by conducting demonstrations on farmers' fields on green manure, organic manure, Integrated Nutrient Management (INM), and the correct application of agricultural inputs.
- To encourage sustainable agricultural practices leading to improved soil health, reduced cultivation cost and enhanced farm profitability.

Other Priorities of KBA

- Create awareness among rural communities to reduce at least a 10% edible oil consumption and encourage a healthy lifestyle.
- Ensure regular meetings of the "Khet Bachao Samiti" (Save the Farm Committee) constituted at the Panchayat level to create awareness among farmers about the judicious and balanced use of fertilizers.
- Encourage public representatives to promote the adoption of natural farming on at least 25% of the agricultural land in their respective areas.
- Capacities buildings of farmers, input dealers, FPOs, SHGs, Panchayati Raj Institutions and other stakeholders.

- To facilitate Kisan Credit Card (KCC) saturation and enhance access to institutional agricultural credit.
- **District Contingency Plan:** Promote and disseminate the **District Agriculture Contingency Plan** of the concerned district among farmers and stakeholders. The district-specific contingency plans can be accessed through the district selection (drop-down) menu available on the following CRIDA website link. <https://www.icar-crida.res.in/ccp.html>
- **General fertilizer recommendations (GFR):** Create awareness amongst farmers about GFR of the concerned district attached with this SOP.
- **Phosphorous Use in India:** Promote recommended Phosphorous use in crop (see attachment with this SOP).

3. Duration of Campaign

The campaign shall be implemented throughout the country during: **June 01-30, 2026**

4. Campaign Theme: “Healthy Soil – Healthy Crop – Prosperous Farmer”

5. Institutional Framework

5.1 National Level

The Agricultural Extension Division, ICAR Headquarters shall serve as the Nodal Division for coordination, monitoring and reporting of the campaign.

A dedicated **Monitoring Cell-cum-War Room** shall function at ICAR Headquarters for daily review and monitoring of campaign activities.

A Steering Committee constituted by ICAR shall oversee implementation and provide policy guidance.

5.2 Institute Level

Directors of ICAR Institutes shall:

- a) Constitute multidisciplinary teams.
- b) Nominate institutional nodal officers.
- c) Ensure participation of scientists in campaign activities.
- d) Organize demonstrations, trainings and outreach programmes.
- e) Submit prescribed reports regularly.

5.3 ATARI Level

The Directors of ATARIs shall:

- a) Coordinate campaign implementation in their respective zones.
- b) Monitor KVK-wise progress.
- c) Consolidate and submit reports to ICAR Headquarters.
- d) Facilitate coordination among ICAR Institutes, KVKs and State Agriculture Departments.

5.4 Krishi Vigyan Kendra (KVK) Level

The Senior Scientist & Head of each KVK shall act as District Coordinator and shall:

- a) Prepare district-level action plans
- b) Coordinate with district administration and State Agriculture Department
- c) Facilitate field implementation
- d) Maintain records and documentation
- e) Submit daily and weekly reports

6. Team Constitution

6.1 Teams in Top 100 DAP Consuming Districts

Each district shall constitute one multidisciplinary team comprising:

1. One Scientist from KVK
2. One Scientist from ICAR Institute
3. One Scientist from AICRP Centre of Agricultural University
4. One Officer from State Agriculture Department.

6.2 MGMG Teams: All ICAR Institutes shall deploy multidisciplinary teams under the MGMG programme for conducting campaign activities.

6.3 KVK Teams

Each KVK shall constitute multidisciplinary teams comprising Subject Matter Specialists (SMSs) and other technical staff. The total deployment under the campaign shall be approximately **1,657 multidisciplinary teams**.

7. Coverage and Targets

The campaign shall aim to cover:

Activity	Target
Villages	75,000
Farmers	One Crore
Demonstrations	70,000
Stakeholders trained	6.0 Lakh

8. Key Activities

8.1 Farmer Awareness Programmes

The following themes shall be covered:

- Soil-test-based nutrient management.
- Balanced fertilizer use.
- Integrated Nutrient Management (INM).
- Soil Health Card utilization.
- Water conservation.
- Climate-resilient agriculture.
- Reduction in cultivation cost.
- Sustainable farming practices.

8.2 Field Demonstrations

Field demonstrations shall be organized on:

- Balanced fertilizer application.

- Nano Urea
- Nano DAP
- Bio-fertilizers
- Green manuring
- Organic manures
- Integrated Nutrient Management.
- Soil health improvement technologies.

8.3 Natural Farming Promotion

Every ICAR Institute, Regional Station, Agricultural University and KVK shall organize:

- Awareness programmes
- Practical demonstrations
- Farmer trainings
- Exposure visits

Particular emphasis shall be given to:

- *Jeevamrit.*
- *Beejamrit.*
- Mulching.
- Bio-input preparation.
- Resource-based natural farming systems.

8.4 Capacity Building of Stakeholders

The following stakeholder-oriented programmes shall be organized:

- **Interface with Input Dealers, PACS and Cooperative Societies:** Each KVK and ICAR Institute shall organize **at least one interface programme** with **100** participants.
- **Sarpanch Sammelan (Current and Former Sarpanches/Panchs/Public Representatives):** Each KVK and ICAR Institute shall conduct **a minimum of two Sarpanch Sammelans**, with **70 participants per programme.**
- **Programmes for FPOs, SHGs, CHCs and Progressive Farmers:** Each KVK and ICAR Institute shall organize **a minimum of three programmes**, with **50 participants per programme.**

Regular Training Programmes

Campaign messages shall be integrated into all ongoing trainings of ICAR Institutes and KVKs.

9. Panchayat-Level Khet Bachhao Samiti

All participating districts shall facilitate constitution/activation of **Khet Bachhao Samiti** at *Gram Panchayat* level.

The Committee may comprise: Sarpanch, Panchayat Members, Progressive Farmers, FPO Representatives, Input Dealers, Agriculture Officials, KVK Representatives.

The Committee shall function as the local platform for awareness generation and campaign implementation.

10. Kisan Credit Card (KCC) Saturation Drive

All implementing agencies shall undertake a special drive for *Kisan Credit Card* (KCC) saturation. The activities shall include:

- a) Identification of eligible farmers without KCC
- b) Organization of KCC awareness programmes
- c) Facilitation of application submission
- d) Coordination with NABARD, SLBC, DLBC and banking institutions
- e) Promotion of e-KCC, *Jan Samarth* and other digital platforms

11. Edible Oil Consumption Reduction Campaign

During all meetings, trainings and awareness programmes, stakeholders shall disseminate the message of: “**Reducing edible oil consumption by at least 10 percent**” to promote healthier lifestyles and reduce dependence on edible oil imports.

12. Information, Education and Communication (IEC)

The following IEC materials shall be widely used at strategic locations:

- Posters.
- Banners.
- Hoardings.
- Leaflets.
- Audio-visual content.
- Success stories.
- Social media creatives.

13. Social Media Outreach

All ICAR Institutes, KVKs and partner organizations shall actively disseminate campaign messages through various social media handles such as WhatsApp, Facebook, X (Formerly Twitter), Instagram, YouTube, etc.

Suggested hashtags:

#KhetBachaoAbhiyan

#BalancedFertilization

#HealthySoilHealthyCrop

#SustainableAgriculture

#NaturalFarming

#ICAR

#DKMA

14. Monitoring and Reporting

Daily Reporting

Every team shall submit daily reports of *Kisan Sarathi Portal* covering:

- Villages visited
- Farmers contacted
- Demonstrations conducted
- Trainings organized
- Stakeholder meetings conducted
- Photographic documentation

Weekly Reporting

KVKs shall compile weekly reports and submit them to:

- Concerned ATARI.
- ICAR Institute Nodal Officer.

National Review

Agricultural Extension Division, ICAR Headquarters shall conduct periodic reviews through the Monitoring Cell-cum-War Room and submit consolidated progress reports to the Competent Authority.

15. Documentation

Each implementing institution shall maintain:

1. Village Visit Register
2. Demonstration Register
3. Training Register
4. Stakeholder Meeting Register
5. Success Story Register
6. Geo-tagged Photographic Records.
7. Social Media Outreach Records

16. Expected Outcomes

The campaign is expected to:

- Enhance awareness regarding balanced fertilizer use.
- Promote scientific nutrient management.
- Enhance adoption of green manuring and bio-fertilizers.
- Strengthen Natural Farming initiatives.
- Improve soil health and agricultural sustainability.
- Reduce excessive dependence on DAP.
- Enhance access to institutional credit.
- Contribute towards profitable, resilient and self-reliant agriculture.

17. Compliance

All ICAR Institutes, ATARIs, KVKs, AICRP Centres and associated organizations shall strictly adhere to this SOP and ensure timely implementation of all campaign activities during the period **01–30 June 2026**.

(NOTE: Any difficulty in implementation may be brought to the notice of the Agricultural Extension Division, ICAR Headquarters for necessary guidance.)