

Khet Bachao Abhiyan (Save the Farm Campaign)

Prelims: Current events of national and international importance

Why in News?

Recently, the Union Agriculture Minister launched the nationwide Khet Bachao Abhiyan campaign at Ramsia village in Raisen district of Madhya Pradesh.

- **Aim** - It is designed as a *multi-dimensional effort* — combining awareness, scientific practices, and access to schemes — to protect farmland, strengthen farmer incomes, and improve agricultural management.
- **Operation** - The campaign will be operational for one month, & activities will be held at the district and village level across India.
- Monitoring through dashboards and field demonstrations.
- **Headed by** - Indian Institute of Vegetable Research (IIVR), Varanasi.
- **Guided by** - Ministry of Agriculture & Indian Council of Agricultural Research (ICAR)
- **Objectives**
 - Protect soil health and promote sustainable farming.
 - Encourage balanced fertiliser use and natural farming practices.
 - Raise awareness about soil testing, Soil Health Cards, crop selection, water conservation, and green manuring.
 - Identify and act against fake fertilisers, seeds, and pesticides.

Features of the Campaign

- **Stakeholder Participation** - Agriculture universities, the Indian Council of Agricultural Research, Krishi Vigyan Kendras and elected representatives, NGOs, and farmer groups will take part in this campaign.
- Every scientist will visit farmers' fields (June 1-30) to observe challenges and provide scientific solutions.
- **Integration with Schemes** - Linked with Kisan Credit Card, PM-Kisan Samman Nidhi, Crop Insurance, Soil Health Card Scheme, Mini Seed Kits, Pulses & Oilseeds Mission, Agricultural Mechanisation programmes.
- **Farmer Awareness** - Farmers will be given information on soil testing, Soil Health Cards, natural farming, balanced use of fertilisers and water conservation techniques.
- They will also be taught about identifying fake fertilisers, seeds and pesticides.
- **Significance** - The campaign is positioned as a mass movement for protecting Mother Earth and ensuring food security for future generations.

References

1. [AIR | Khet Bachao Abhiyan begins](#)
2. [ICAR | Khet Bachao Abhiyan](#)

