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

