

MGMG Awareness Campaign on Balanced Fertilizer Use and Sustainable Agriculture by ICAR-IVRI in Bareilly district

Bareilly, 29 May 2026: Under the MGMG programme, a series of farmer awareness programmes were successfully conducted in different villages of Bareilly district to promote balanced use of fertilizers and sustainable agricultural practices among rural farmers.

At Naugawan Jagir village, Team 5 conducted the programme with participation of 15 farmers. The awareness activities were led by Dr. Manish Mahawar, Dr. U.K. De, Dr. Soumen Choudhury, Dr. Pawan Kumar, and Dr. Renu Sharma. During the programme, farmers were sensitized about the importance of soil health management, soil testing, and balanced application of fertilizers for improving crop productivity and reducing unnecessary input costs. The team also highlighted the role of integrated nutrient management and scientific agricultural practices for sustainable farming.

In Mallahpur village, Team 6 organised a similar awareness programme involving 21 farmers. The programme was conducted by Dr. Arup Ratan Sen, Dr. Abhishek Saxsena, Dr. Snehal Mishra, Dr. Sonu S. Nair, and Dr. Ajoy Das. Farmers were made aware of the adverse effects of indiscriminate fertilizer use and were encouraged to adopt balanced fertilizer application based on crop and soil requirements. The scientists also discussed efficient resource management practices, organic nutrient supplementation, and sustainable farming methods for enhancing crop production and maintaining long-term soil fertility.

Another sensitization programme was conducted by Team 7 in Sakatpur and Guleria villages with participation of 30 farmers. The programme was coordinated by Dr. Ravi Kant Aggarwal, Dr. Shruti, Mr. Durga Dutt Sharma and Ms. Neha Joshi. During the interaction, farmers were encouraged to undertake soil testing and apply balanced fertilizers accordingly. Discussions were also held on organic farming and natural farming practices along with information regarding the services being provided by the IVRI. Linkages were established with progressive farmers and their registration was carried out for upcoming training programmes of IVRI.

The programmes witnessed active participation from farmers and provided an effective platform for knowledge sharing between scientists and the farming community.



GPS Camera, Map & Timestamp

CER6+M3M, Naugawan Jagir, Uttar Pradesh
243122, India
Lat: 28.4424246°
Long: 79.5073135°
11:05:06 AM





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उत्तर प्रदेश सरकार
ग्रामीण विकास विभाग

GPS Map Camera



Mallahpur, Uttar Pradesh, India 
Cg9c+fvw, Mallahpur, Uttar Pradesh 243122, India
Lat 28.419371° Long 79.522861°
Friday, 29/05/2026 11:40 AM GMT +05:30



