

## **Awareness Campaign on Balanced Use of Fertilizers under “Mera Gaon Mera Gaurav” Programme**

On 08 May 2026, outreach teams from ICAR-Indian Veterinary Research Institute conducted extensive field visits in villages of Bareilly district under the “Mera Gaon Mera Gaurav” programme to create awareness among farmers regarding the balanced and judicious use of fertilizers in agriculture, sustainable nutrient management practices, and improved animal husbandry techniques. The programme aimed to sensitize farmers about minimizing excessive dependence on chemical fertilizers and adopting environmentally sustainable agricultural practices for maintaining long-term soil fertility and productivity.

On 08 May 2026, Group 11 comprising Dr. Mahesh Chander, Dr. I. Prince Devadason, Dr. Yash Pal Singh, Dr. Rohit Kumar, Dr. Yasotha T., and Mr. Vinod Kumar Khokar visited Village Litori under Benipur Sadat Panchayat in Bareilly district. During the interaction sessions, the team educated farmers on the importance of soil testing for scientific fertilizer application and promoted practices such as green manuring, vermicomposting, compost preparation, and the use of Nano Urea for improving nutrient-use efficiency. The farmers were informed about the adverse effects of indiscriminate chemical fertilizer use on soil health, crop productivity, and the environment. The team also discussed integrated nutrient management approaches combining organic and inorganic sources of nutrients to achieve sustainable agricultural production. In addition, farmers were sensitized about scientific animal production and management practices including feeding, breeding, housing, and preventive healthcare measures for livestock. Veterinary advisories and prescriptions were provided to farmers facing animal health-related problems. Despite the peak farming season and busy agricultural operations, the team successfully contacted 54 farmers and distributed extension literature on improved animal husbandry and sustainable farming practices through doorstep interactions.


Similarly, on 08 May 2026, Group 10 comprising Dr. Vishwa Bandhu Chaturvedi, Dr. R. S. Suman, Dr. Raghuvaran R., and Mr. Om Vir Singh carried out an awareness campaign under the same programme and interacted with 42 farmers in the adopted villages. The team emphasized balanced fertilizer application based on crop requirements and soil health status, along with integrated nutrient management practices for improving soil fertility, reducing cultivation costs, and enhancing crop productivity. Farmers were encouraged to adopt sustainable agricultural technologies and eco-friendly farming methods for long-term benefits. The team also highlighted the role of livestock in integrated farming systems and advised farmers on improved animal husbandry practices for better productivity and income generation.

Through these field-level interactions conducted on 08 May 2026, the teams reinforced the importance of sustainable agriculture, efficient nutrient management, and scientific livestock rearing practices for enhancing farmers’ income, improving soil and animal health, and ensuring environmental sustainability in rural farming systems.





GPS Map Camera

Hamirpur, Uttar Pradesh, India 

F929+j2, Hamirpur, Uttar Pradesh 243502, India

Lat 28.451926° Long 79.368359°

Friday, 08/05/2026 11:24 AM GMT +05:30