

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

Under the Mera Gaon Mera Gaurav (MGMG) initiative, awareness programmes focused on sustainable agriculture, soil health management, and optimum fertilizer use were successfully conducted on 12 May 2026 in two villages of Bareilly district—Paratashpur (Parataspur) in Bithiri Chainpur Block and Purnapur village.

In Paratashpur village on 12 May 2026, a team of scientists including Dr. A.K. Pandey, Dr. Manjit Panigrahi, Dr. Sonal, Dr. Abhinov Verma, and Dr. K.N. Kandpal interacted with 22 farmers (14 men and 8 women) at the village panchayat bhawan. The programme sensitized farmers on Integrated Nutrient Management (INM), soil health management practices, and government welfare schemes related to agriculture. Special focus was given to the importance of Soil Health Cards and the judicious use of fertilizer subsidies to promote balanced nutrient application and improve crop productivity.

Simultaneously, another MGMG outreach programme was conducted on 12 May 2026 in Purnapur village by ICAR-Indian Veterinary Research Institute (IVRI), Izatnagar. The team included Dr. Subhasish Bandyopadhyay, Dr. Rakesh Pandey (CTO), Dr. Madhu C.L., Dr. Tanbir Ahmad, and Dr. M.K. Patra. The scientists engaged with farmers on key topics such as balanced fertilizer use, vermicomposting, and green manuring using crops like sunhemp, dhaincha, cowpea, berseem, and lucerne to enhance soil fertility and water-holding capacity.

The Pradhan of Purnapur appreciated the initiative held on 12 May 2026, emphasizing the importance of adopting sustainable farming practices for long-term agricultural profitability and environmental protection. Farmers also expressed gratitude to ICAR-IVRI for facilitating direct interaction with experts.

In total, around 42 farmers and local stakeholders benefited from both programmes conducted on 12 May 2026. The initiatives collectively aimed to strengthen awareness of eco-friendly and scientific farming practices to ensure improved soil health and sustainable agricultural productivity in the region.



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Lat 28.361837° Long 79.51219°
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