

## **Pantnagar University to Actively Participate in Nationwide 'Save the Farm Campaign'**

Pantnagar, June 5, 2026. A meeting regarding the nationwide 'Save the Farm Campaign' was held at Govind Ballabh Pant University of Agriculture and Technology, Pantnagar, under the chairmanship of Vice Chancellor Dr. Shivendra Kumar Kashyap. Dean Dr. Subhash Chandra, Director of Research Dr. S.K. Verma, Director of Communication Dr. J.P. Jaiswal, along with university scientists and faculty members were present.

It was informed at the meeting that the Government of India is running a month-long 'Save the Farm Campaign' from June 1 to June 30 to raise awareness among farmers about balanced fertilizer use, soil health management, soil health cards, natural farming, sustainable farming, and sustainable agricultural practices.

The University will actively support this campaign through its Krishi Vigyan Kendras (KVKs), scientists, and extension network. Under this initiative, special awareness programs, farmer seminars, village-level campaigns, and stakeholder dialogues will be organized in various areas, including Rudrapur, Gadarpur, and Khatima. Representatives of Panchayati Raj Institutions, various departments, fertilizer and agricultural input dealers, and progressive farmers will also be involved in the campaign.

At the meeting, the Vice Chancellor stated that the indiscriminate use of chemical fertilizers has adversely affected soil health and agricultural productivity. Farmers will be encouraged to adopt soil test-based fertilizer use, integrated nutrient management (INM), integrated pest management (IPM), biological control measures, and natural farming. He also emphasized the importance of soil health cards in determining the appropriate quantity and type of fertilizers for different crops.

Vice Chancellor Dr. Kashyap stated that soil is a living natural resource, and its conservation is essential for sustainable agriculture. He called upon scientists, Krishi Vigyan Kendra personnel, and extension workers to reach out to every village and provide scientific information to farmers. He also stressed the need for a multi-pronged public awareness campaign to transform balanced fertilizer use and soil conservation into a mass movement.

During the campaign, farmers will be made aware of the physical, chemical, and biological properties of soil, scientific crop management, water conservation, and sustainable agricultural practices. University scientists will promote long-term soil health and agricultural sustainability by organizing field demonstrations, training programs, and farmer dialogues throughout the campaign.

The meeting concluded with a collective resolve by all stakeholders to make the 'Save the Farm Campaign' a success and to spread widespread awareness among farmers about balanced fertilizer use and soil health conservation.

