ICAR-Indian Institute of Rice Research, Hyderabad

ICAR–Indian Institute of Rice Research (ICAR-IIRR) conducted a comprehensive awareness campaign under the "Khet Bachao Abhiyan" at Ravulapally kurdh village, Chevella Mandal, Rangareddy district, on November 2, 2026. During the campaign, farmers were sensitized to the importance of the balanced application of fertilizers, emphasizing the role of macro- and micronutrients in improving soil fertility, crop productivity, and long-term sustainability. During the programme Dr. Jyothi Badri Principal Scientists explained about the different varieties of rice developed by ICAR-IIRR. She also explained farmers about the biofortified rice varieties. Dr. R Gobinath, Scientist Soil Science talked on the importance of soil testing and soil-test-based fertilizer application for balanced nutrient management and maintenance of soil health followed by a hands-on demonstration for farmers on Rapid soil testing kit. Dr. Jagriti Rohit explained farmers about Khet bachao abhiyan and its importance. She also spoke about FPO and group based extension. Farmers were trained on how to use the kit to assess soil health parameters and nutrient status directly in the field. The meeting was attended by Sarpanch Goturi Ramachandraiah Goud and Deputy Sarpanch Anusha Anjan Kumar. Shri Shankar, AO Chevella Shri Bala Koyeshwar Rao, AEO, Ms Gayathri, AEO also participated in the programme

The programme witnessed enthusiastic participation from a total of 48 farmers, including 35 male farmers and 13 women farmers. The campaign was successfully conducted by a team of scientists from ICAR-IIRR, comprising, Dr. Jyothi Badri ,Dr. Jagriti Rohit and Dr. R Gobinath. The team provided technical expertise, addressed farmers' queries, and encouraged interactive discussions to ensure better understanding and adoption of the re







