



Khet Bachao Abhiyan: Movement to Protect Farmers and Revitalize Indian Agriculture

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The *Khet Bachao Abhiyan* is also referred to as *Kheti Bachao Abhiyan*. It is a nationwide initiative. It aims at promoting sustainable agriculture and improving soil health through scientific and community-driven approaches.

Agriculture is the backbone of India's economy. It provides livelihood to millions of people and ensuring our food security. In recent years, it has been observed that farmers have been facing increasing challenges like climate change, declining soil health, rising costs and uncertain markets. In this backdrop the *Khet Bachao Abhiyan* or Save Farming Campaign emerged as an important initiative. Its aim is to protect farmers and preserving agriculture.

The Genesis

The campaign received further momentum when it was formally highlighted at the national level, with efforts led by the Government of India and scientific institutions. This is as per the recent reports, including those from policy and media sources. The initiative has been linked with broader national goals of sustainable agriculture and soil conservation.

Khet Bachao Abhiyan is not formed by merging any existing programmes. It is an independent campaign. It works in convergence with various ongoing agricultural initiatives. Rather than replacing or restructuring them it complements these programmes by strengthening awareness and participation,

Khet Bachao Abhiyan or Save Farming Campaign was not introduced as a typical government scheme. It has emerged as a collective effort by farmer organizations, civil society groups, and agricultural stakeholders. During 2020–2021, the *Khet Bachao Abhiyan* has gained prominence due to the widespread farmer mobilizations. The campaign was announced with the broader aim to focus on the agrarian distress and to unite farmers across the country. It has provided a platform through which farmers can express their concerns regarding various issues like agricultural policies, market uncertainties, livelihood risks etc.

Thus, the background of the campaign lies in the structural problems of Indian agriculture. Farmers in India are mostly small and marginal. Moreover, they possess fragmented land which makes it difficult to achieve economies of scale. Further issues like rising input costs, unpredictable weather



patterns and fluctuating crop prices increase their vulnerability. During that time the introduction of new agricultural reforms has added more anxiety among the farmers. It has prompted them to raise a unified voice. It thus has emerged as a response to these urgent challenges. With the growing concerns of soil degradation in India, the need for this campaign has been further emphasized. Excessive and imbalanced use of chemical fertilizers over the years has resulted in declining of soil fertility and productivity. Many regions are facing issues such as nutrient deficiency, reduced organic matter, and environmental stress. In this regard, the Khet Bachao Abhiyan aims to restore soil health and promote sustainable farming practices. Recent reports, including those from policy and media sources, indicate that the campaign received further momentum when it was formally highlighted at the national level, with efforts led by the Government of India and scientific institutions. The initiative has been linked with broader national goals of sustainable agriculture and soil conservation.

Its Nature and Functions

The *Khet Bachao Abhiyan* operates more as a movement-driven programme rather than formal government schemes. Activities under this campaign include village-level meetings, awareness drives, rallies and training sessions. It also emphasises on discussions aimed at educating farmers about their rights as well as available support systems. Overall, it focuses on awareness creation, farmer mobilization and policy advocacy. The programme is implemented through several key components. The key components are soil testing campaigns, promotion of balanced fertilizer use, adoption of organic and natural farming practices, and efficient water management techniques. Field demonstrations and farmer training sessions are conducted. The aim is to encourage practical learning and adoption of improved agricultural methods.

The programme also promotes balanced fertilizer use, organic farming and soil conservation practices for sustainable agriculture. It encourages farmers to come together through cooperatives and Farmer Producer Organizations (FPOs). Which can help them access better markets and improve their bargaining power. In short, the campaign acts as a bridge between farmers and policymakers. It ensures that grassroots issues are heard and addressed.

Aims and Vision

The central aim of the *Khet Bachao Abhiyan* is to protect the livelihood of farmers as well as to ensure the long-term sustainability of agriculture. It emphasizes the need for fair and remunerative prices for crops, primarily through MSP (Minimum Support Price). The campaign also seeks to



reduce farmer indebtedness and strengthen food security in the country. Further, it also promotes environmentally sustainable practices.

Focussing on policy advocacy is another important aspect of the campaign. It aims to influence agricultural policies by bringing farmers together, in a way that benefits small and marginal farmers. These small and marginal farmers form the majority of the farming community in India.

Target Beneficiaries of the Programme

The campaign primarily targets small and marginal farmers, who are the most vulnerable to economic and environmental challenges. It also includes tenant farmers, sharecroppers, agricultural labourers, and women farmers, whose contributions often go unnoticed. By addressing the needs of these groups, campaign create a more inclusive and equitable agricultural system. A stronger agricultural sector ensures food availability and stable prices. Thus, the benefits extend to rural communities and consumers as well.

Area Coverage and Reach

The *Khet Bachao Abhiyan* has a nationwide presence. It has active participation from several major agricultural states such as Punjab, Haryana, Uttar Pradesh, Rajasthan, Maharashtra, and West Bengal. The campaign functions at multiple levels. Starting from villages it extends to district, state, and even national levels.

It has a decentralized approach, which allows it to address region-specific issues, like irrigation challenges, soil degradation, or market access problems. This flexibility makes the campaign more relevant and effective across diverse agricultural regions of the country. The campaign has achieved a significant scale, reaching more than 2.7 crore farmers across the country. it was done through awareness drives, training programmes, and field-level interventions. This highlights its acceptance and impact at the grassroots level.

Funding and Institutional Support

The *Khet Bachao Abhiyan*'s funding pattern is one of its unique aspects. Like a typical government scheme, it is not backed by a separate dedicated budget. It draws support from existing agricultural programmes, institutional resources, and extension systems. Agricultural departments, research institutions local governance etc like organisations contribute to its implementation.

An important role in this initiative is played by Indian Council of Agricultural Research (ICAR). It has provided the technical guidance and research support. Through its network of Krishi Vigyan Kendras (KVKs) and agricultural scientist. The campaign ensures that farmers receive scientifically validated information and practical solutions.



The campaign makes effective use of various existing infrastructure, including Krishi Vigyan Kendras (KVKs), agricultural universities and extension workers. This integrated approach ensures that resources are utilized efficiently, which lessens the need for additional financial burden.

Key Developments So Far

The *Khet Bachao Abhiyan* has made significant progress since its inception. It has improved both the outreach and awareness among people. It has conducted plenty of awareness camps, training programmes, and field demonstrations across the regions. These activities have helped the farmers to understand better farming practices. It has introduced the concept of soil health management and the importance of sustainable agriculture among the farmers.

Mass media and digital platforms have also been widely used to spread its messages and has reached millions of people. It has created a broader understanding of farmers' issues and the importance of agriculture in national development.

Significance and Advantages of the Campaign

One of the biggest strengths of the *Khet Bachao Abhiyan* is its ability to unite farmers. It amplifies their voices. It has increased awareness about agricultural policies and market conditions. It is enabling out farmers to make informed decisions. The campaign also promotes sustainable farming practices, which is essential for preserving natural resources and ensuring long-term productivity. It further, encourages the formation of farmer collectives. Which improves their access to markets and enhancing their income potential. The campaign contributes to social inclusion and empowerment by providing a platform to marginalized and vulnerable groups.

Issues and Limitations

Khet Bachao Abhiyan is not a formal government scheme. Its impact may vary across regions. Its success depends on local participation and support. The lack of a centralized structure often led to inconsistencies in implementation. Thus, despite its many strengths, the campaign faces certain limitations too.

The campaign no doubt is effective in raising awareness but translating this awareness into concrete policy changes or economic benefits can take time. Sustaining long-term engagement among farmers is also a challenge. Moreover, managing diverse interests within the movement is also very difficult.

Conclusion and Way Forward



The Khet Bachao Abhiyan also complements several ongoing agricultural initiatives. Like the initiatives focused on sustainability and climate resilience. It aligns with national priorities such as improving soil health, reducing input costs, and promoting environmentally friendly farming practices. By integrating awareness with action, the campaign serves as a bridge between policy and practice.

In conclusion, the *Khet Bachao Abhiyan* is a hope for Farmers and the Nation. It represents a powerful collective effort to protect agriculture. Further, it also attempts to improve the lives of the farmers. It promotes awareness, encourage sustainable practices, and advocate for fair policies. It thus, helps the farmers to navigate the complex challenges they face every day. It contributes to food security, environmental conservation, and balanced economic growth in the country.

This campaign has the potential to transform Indian agriculture into a more resilient, inclusive, and sustainable system. However, it requires strong supported and backing from institutions. It also demands active participation from all stakeholders. Finally, it can be concluded that saving farming is not only helping the farmers rather it is securing the future of the nation itself. Its long-term success will depend on continuous farmer participation. Its effective implementation, and the ability to translate awareness into measurable improvements in agricultural productivity and farmer income is very crucial.

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