

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE & FARMERS WELFARE
DEPARTMENT OF AGRICULTURE & FARMERS WELFARE

RAJYA SABHA
STARRED QUESTION NO. 139
TO BE ANSWERED ON 31/07/2026

NATIONWIDE CAMPAIGNS ON MODERN AGRICULTURAL PRACTICES

*139. SHRI I. S. INBADURAI:

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) whether Government has launched nationwide campaigns to educate farmers on modern agricultural practices and income doubling techniques, if so, details thereof and impact assessment conducted across various States;

(b) whether awareness programmes on crop diversification, organic farming and value addition are being effectively implemented, if so, the details thereof and measures taken to ensure outreach to small and marginal farmers; and

(c) whether Government has assessed effectiveness of existing agricultural extension services, if so, the details thereof and steps taken to strengthen field-level dissemination of income increasing farming techniques?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE
(SHRI SHIVRAJ SINGH CHOUHAN)

(a) & (c): A statement is laid on the Table of the House.

STATEMENT IN RESPECT OF PARTS (a) TO (c) OF THE RAJYA SABHA STARRED QUESTION NO. 139 FOR 31/07/2026 REGARDING NATIONWIDE CAMPAIGNS ON MODERN AGRICULTURAL PRACTICES

(a) & (b): Yes, the Ministry of Agriculture and Farmers Welfare, Government of India continuously undertakes nationwide campaigns and awareness programmes in collaboration with the State Governments and with active involvement of Agriculture Technology Management Agency (ATMA), Indian Council of Agricultural Research and Krishi Vigyan Kendras to educate farmers on modern agricultural practices and enhance crop productivity, production and farmers income.

Sub-Mission on Agriculture Extension (SMAE) supports States in strengthening extension systems and disseminating latest agricultural technologies and good agricultural practices through farmer trainings, demonstrations, exposure visits, Kisan Melas, mobilisation of farmer groups and establishment of Farm Schools to enhance agricultural production.

Under SMAE, the Centrally Sponsored Scheme “Support to State Extension Programmes for Extension Reforms (ATMA)” is being implemented across the country. The scheme promotes decentralized, demand-driven and farmer-friendly extension system to educate and upgrade the knowledge of farmers, including small and marginal farmers through farmers’ training, demonstrations, exposure visits, Kisan Melas, Farm Schools and farmer–scientist interactions. Around 2 crore farmers have been benefited through various extension activities under ATMA during 2021-22 to 2025-26.

The Mass Media Support to Agriculture Extension Scheme creates awareness among farming communities and other stakeholders through the dissemination of information on DA&FW schemes, crop advisories, weather and market information, and region-specific modern agricultural technologies. The scheme leverages Doordarshan, All India Radio and digital and social media platforms to ensure wider outreach, timely access to knowledge and effective dissemination of farmer-centric information. During the last five years (2020-21 to 2025-26) 1,41,135 programmes were broadcast through AIR and 26,685 programmes were telecast through DD Kisan and DD Regional Kendras under MMSAE, creating awareness among farming communities, including small and marginal farmers, on Government schemes, improved technologies, crop advisories and income-enhancing farming practices.

Krishi Vigyan Kendras provide need-based training to farmers, including small and marginal farmers, on agriculture and allied sectors. During 2025-26, KVKs trained 61,253 farmers on crop diversification, 1.04 lakh farmers on organic/natural farming and 1.18 lakh farmers on post-harvest processing and value addition.

To educate farmers, the Ministry supports and organizes national-level exhibitions/fairs to create awareness about various schemes, missions and new initiatives, while promoting appropriate technologies, improved agronomic practices and best practices among farmers and other stakeholders in the agriculture and allied sectors. Recently, a national-level ‘Unnat Krishi Mahotsav–Pradarshani evam Prasikshan’ was organized at Raisen, Madhya Pradesh from 11–13 April 2026, showcasing innovations, modern agricultural technologies, live demonstrations, training programmes and seminars on agriculture and allied sectors. The event provided a platform for farmers to gain knowledge about improved farming practices, latest technologies and income-enhancing opportunities, benefiting lakhs of farmers across the region.

Besides, six Regional Agriculture Fairs, one each in the North, South, East, West, Central and North-Eastern regions are organized annually through SAUs, ICAR institutes and industry associations. These fairs provide farmers exposure to latest agricultural technologies, improved practices, income-enhancing farming techniques, crop diversification, value addition, farm machinery and Government schemes through exhibitions, demonstrations and farmer-scientist interactions. Lakhs of farmers benefit by adopting modern practices aimed at enhancing productivity, profitability and farm income.

In addition the Department operates Kisan Helpline Centres to provide a single-window platform for farmers’ on agricultural advisories, information on Government schemes/programmes and grievance redressal. Accessible through the toll-free number 1800-180-1551, KHCs operate from 22 locations across the country, covering all States/UTs and provide services in 22 official languages through mobile phones and landlines for region-specific advisories and timely resolution of farmers’ queries.

Bharat-VISTAAR (Virtually Integrated System to Access Agricultural Resources) is a multilingual AI-powered Digital Public Infrastructure platform designed to provide farmers with reliable, real-time and location-specific agricultural advisories and access to various farmer support services. The platform integrates information on Government schemes, benefit status tracking, grievance redressal, weather updates, mandi prices, ICAR advisories and other agricultural services to enable informed decision-making and better crop management. It is accessible through a web portal, mobile application, AI chatbot and telephone service. Currently, telephone services are available in Hindi and English, while the chatbot, web portal and mobile application are available in 10 languages.

The above initiatives facilitated wider adoption of modern technologies, sustainable agricultural practices, improved farm management techniques and access to timely advisories thereby contributing to enhanced productivity, profitability and farmers’ income.

Two recently organized nationwide campaigns to educate farmers on modern agricultural practices and income doubling techniques include:

The "***Khet Bachao Abhiyan***" has been undertaken from 1 June to 30 June, 2026 covering more than 71,000 villages across the country to create awareness among farmers about balanced and judicious use of fertilizers, reduce excessive application of DAP and urea to minimize the cost of cultivation. The month-long initiatives promoted soil testing, balanced nutrient management, natural farming and improved access to Government schemes like PM-KISAN etc. During the Abhiyan, more than 1.31 lakh programmes were organized involving 1.04 crore farmers and other stakeholders. Additionally, more than 90,000 field demonstrations were laid out exhibiting integrated nutrient management practices. The social media platforms were widely used during the campaign for ensuring extensive outreach and dissemination of information among the farmers.

The "**Viksit Krishi Sankalp Abhiyan (VKSA)**" was organized from 29 May to 12 June 2025, across the country as a pre-*Kharif* campaign to create awareness among the farmers regarding adoption of improved agricultural technologies, crop residue management, Integrated Pest Management (IPM), Integrated Nutrient Management, precision farming, agricultural mechanization and climate-resilient agriculture, to enhance production, productivity and thus farmers' income. During the campaign, 2,170 teams of experts and scientists directly interacted with more than 1.35 crore farmers by organizing about 61,000 programs in 728 districts, across the country. Literature on package of practices on *Kharif* crops and various government schemes were also distributed amongst the farmers.

The Viksit Krishi Sankalp Abhiyan has played an important role in enhancing farmers' awareness of institutional credit, creation of post-harvest infrastructure, value addition, market linkages, and improved agricultural practices across the value chain. The VKSA encouraged greater participation of farmers promoting integrated farming systems, including dairy, poultry, fisheries, beekeeping and mushroom cultivation, while fostering agri-entrepreneurship, income diversification and sustainable livelihoods. The Abhiyan has strengthened linkages among farmers, scientists, extension functionaries and Government institutions, facilitating faster dissemination and adoption of improved agricultural technologies and Good Agricultural Practices. Its impact is further reflected in the documentation of 300 farmer-led innovations. The feedback collected during the campaign, provided valuable inputs for demand-driven research ensuring that future agricultural research and extension interventions are aligned with farmers' field-level needs, thereby contributing to enhanced productivity, profitability and farmers' incomes.

The Department of Agriculture and Farmers Welfare is implementing various flagship Schemes/Missions on crop diversification, organic farming and value addition, including the following:

- i. **Mission for Integrated Development of Horticulture (MIDH)**, promotes holistic growth of the horticulture sector covering fruits, vegetables, root and tuber crops, mushrooms, spices, flowers, aromatic & medicinal plants, coconut, cashew and cocoa.
- ii. **Mission on Atmanirbharta in Pulses** focuses on promoting crop diversification and value addition to enhance pulse productivity and farmers' income through improved availability of quality seeds, adoption of better agronomic practices, capacity building, and strengthened extension support.
- iii. **National Mission on Edible Oils–Oilseeds (NMEO-OS)** promotes expansion of oilseed cultivation in fallow and suitable areas, strengthened seed systems, improved market linkages through value-chain integration and creation of awareness among farmers through training on improved production practices to enhance productivity and income.
- iv. **National Mission on Edible Oils–Oil Palm (NMEO-OP)** promotes crop diversification and enhancement of farmers' income through expansion of oil palm cultivation. The Mission provides support for quality planting material, intercropping, maintenance during the gestation period, replanting of old plantations, farm machinery and irrigation facilities. The Viability Gap Payment mechanism has also been introduced to protect farmers against price volatility and ensure remunerative returns.
- v. **National Mission on Natural Farming (NMNF)** provides farmers with a certification system and dedicated common branding to access market for their natural farming produce.
- vi. **Paramparagat Krishi Vikas Yojana (PKVY)** provides end-to-end support to organic farmers through a cluster-based approach, covering organic production, certification, processing and marketing, thereby facilitating the development of a robust supply chain and enhancing market opportunities for organic produce.
- vii. **National Food Security and Nutrition Mission (NFSNM)** provide incentives to farmers through States/UTs for adoption of improved crop production and protection technologies, demonstrations based on cropping systems, production and distribution of quality seeds of newly released varieties/hybrids, integrated nutrient and pest management practices and capacity building through farmer trainings during the cropping season.
- viii. **National Bamboo Mission (NBM)** promotes crop diversification and alternative income opportunities by encouraging bamboo cultivation and development of an integrated value chain. Assistance is provided to farmers, artisans and entrepreneurs for bamboo nurseries, plantations, primary processing, value addition, product development and market infrastructure through a cluster-based approach.
- ix. **Sub-Mission on Agricultural Mechanization (SMAM)** to enhance accessibility and affordability of farm machinery, financial assistance is provided to farmers for purchase of agricultural machinery, with higher support for SC/ST, small and marginal farmers, women

farmers and farmers in North Eastern States. To facilitate availability of machinery on a rental basis, support is provided for establishment of Custom Hiring Centres and Farm Machinery Banks through FPOs and SHGs, with special provisions for farmers in the North Eastern States.

- x. **Per Drop More Crop (PDMC)** promotes efficient water management through adoption of micro-irrigation systems such as drip and sprinkler irrigation, enabling sustainable agriculture, improved productivity and better farm income. The scheme supports farmers, particularly small and marginal farmers, for installation of micro-irrigation systems, thereby encouraging judicious use of water and climate-resilient farming practices.
- xi. **Farmer Producer Organizations (FPOs):** The scheme aims to enhance farmers' collective strength, improve market access, promote value addition and increase income. FPOs are provided financial support, equity assistance, credit facilitation and training for capacity building and sustainable operations.
- xii. **Mission for Cotton Productivity (KAPAS KANTI):** The Mission aims to enhance cotton production and productivity through adoption of advanced technologies and improved farm practices. Capacity building of farmers is a key intervention, with provision for cropping system training and extension activities to facilitate adoption of modern and income-enhancing cotton production technologies.
- xiii. **Central Integrated Pest Management Centres (CIPMCs):** 48 CIPMCs and Locust-cum-CIPMCs conducts capacity-building programmes on Integrated Pest Management, including Farmer Field Schools, seed treatment campaigns and awareness programmes on the safe and judicious use of pesticides. The trainings emphasize Agro-Ecosystem Analysis based decision-making, Good Agricultural Practices and the use of approved pesticides to promote sustainable crop protection, reduce input costs and improve productivity and farmers' income.
- xiv. **Crop Diversification Programme (CDP)** promotes crop diversification by encouraging farmers to shift from water-intensive paddy and tobacco cultivation to alternative crops such as pulses, oilseeds, coarse cereals and nutri-cereals. The programme provides support for crop demonstrations, farm mechanization, value addition, site-specific interventions, awareness and farmer training activities.
- xv. **National Bee Keeping and Honey Mission (NBHM)** promotes diversification of farm income through scientific beekeeping, which enhances crop productivity through pollination. The Mission supports production, processing, storage, marketing and value addition of honey and other hive products, along with development of related infrastructure.

Creation of awareness amongst farmers about the above Schemes and Missions relating to crop diversification, organic farming, natural farming, value addition etc being implemented by the Department is undertaken in collaboration with State Governments as part of scheme implementation. In addition, awareness is created amongst farmers on modern agricultural practices and income doubling techniques across the country through the extensive network of 113 ICAR Institutes, 731 Krishi Vigyan Kendras and Agriculture Technology Management Agency (ATMA) across 734 districts of the country.

(c): Yes, the impact and effectiveness of the Sub Mission on Agricultural Extension has been evaluated by NITI Aayog. The study indicates that agricultural extension services have significantly contributed in enhancing farmers' awareness, adoption of new agricultural practices and improved farming decisions.

The study revealed that 92.33% of respondents reported that the training enabled them to adopt new agricultural interventions and practices. More than 70% of the beneficiaries rated the quality of training positively. Further, the assessment indicated that Mass Media interventions through television, radio and mobile applications were effective in disseminating agricultural information, with 90.5% of respondents stating that these information sources improved their farming decisions, particularly in the areas of crop planning, pest and disease management and market timing.

The Indian Council of Agricultural Research (ICAR) has released a compilation of Success Stories of 75,000 farmers who have increased their income more than two times by convergence of schemes of DAFW and the Allied Ministries/Departments.

Further, the Krishi Vigyan Kendra of ICAR act as a frontline extension system across the country for technology assessment, demonstration and capacity building of farmers in agriculture and allied sectors. The performance of KVKs is regularly monitored and reviewed at National, Zonal, State and District levels by ICAR, Agricultural Technology Application Research Institutes (ATARIs), State Agricultural Universities, and Scientific Advisory Committees of KVKs. The functioning of KVKs is also periodically evaluated through Quinquennial Review Teams (QRTs) and third-party assessments to ensure effective technology transfer and strengthen last-mile delivery of agricultural knowledge to the farmers.
