



PRESS RELEASE



KVK Jaintia Hills to conduct Khet Bachao Abhiyan

Jowai, 21st October, 2026: Krishi Vigyan Kendra (KVK), Jaintia Hills, in coordination with the State Department of Agriculture, Agricultural Technology Management Agency (ATMA), and other allied departments, will be conducting Khet Bachao Abhiyan from October 22 to November 30, 2026, across West Jaintia Hills district and East Jaintia Hills district.

The campaign aims to create awareness and build the capacity of farmers in adopting sustainable, climate-resilient and environmentally friendly agricultural practices, with particular emphasis on improving soil health, conserving natural resources, enhancing crop productivity and promoting sustainable farm livelihoods.

As part of the campaign, a series of farmer awareness programmes, capacity-building trainings and field-level demonstrations will be organised across different villages of the district. The major activities proposed under the campaign include: Promotion of Natural and Organic Farming, Soil Health and Nutrient Management, Quality Seed Production and Community Seed Banks, Soil and Water Conservation, Climate-Resilient Agriculture, Integrated Farming Systems, Integrated Pest and Disease Management, Waste Recycling and Vermicomposting.

Extension literature, leaflets, posters and digital awareness materials in local languages will also be disseminated to encourage wider adoption of improved agricultural practices.

Through this collaborative initiative, KVK Jaintia Hills and the participating departments seek to strengthen farmers' knowledge, promote efficient use of agricultural resources and encourage sustainable agricultural development in West Jaintia Hills.

Farmers, farm women, rural youth, Self-Help Groups (SHGs) and farmer organisations across the district are encouraged to actively participate in the campaign and take advantage of the training programmes and demonstrations.