

## ICAR-NAARM Launches Intensive Awareness Campaign on “Soil Health Management and Balanced Fertilizer” in State of Telangana

The ICAR–National Academy of Agricultural Research Management (ICAR-NAARM), Hyderabad, successfully kick-started today with an Intensive Awareness Campaign on the Adoption of Science-Based Soil Health Management and Balanced Fertilizer” in the State of Telangana. As part of this initiative, a focused program on “Balanced Use of Fertilizer” was organized on April 21, 2026, in Chittapoor village, Manchal Mandal, Rangareddy district, Telangana. The campaign witnessed active participation from 50 villagers, including 14 women. The primary objective was to create awareness about the adverse effects of excessive use of chemical fertilizers and to promote the gradual adoption of organic inputs and natural farming practices in a balanced and sustainable manner.

Dr. Vijay Avinashilingam, Team Leader & Principal Scientist of Group – IV, initially welcomed the participants and highlighted the long-term sustainability concerns associated with excessive fertilizer use. He emphasized the importance of transitioning towards science-based nutrient management and urged farmers to conserve soil fertility for future generations. Dr. B. Nirmala, Member and Principal Scientist, sensitized farmers on the benefits of balanced fertilizer application, stressing the need to optimize input use and reduce expenditure on fertilizer subsidies. Dr. Sona Yengkokpam, another team member elaborated on the preparation and use of organic manure, encouraging farmers to begin small by utilizing household vegetable waste and livestock residues.

The programme was also attended by various line departments members viz., Mr. G. Venkatesh, Mandal Agriculture Officer, Manchyal, Mr. Lingaswamy, Agriculture Extension Officer; Mrs. B. Annapurna, Krishi Sathi; and Mrs. R. Santosha, Krishi Sathi.

The programme concluded with all participants taking an oath to reduce the use of chemical fertilizers and progressively adopt organic and natural farming practices.

