



ICAR Launches Intensive Campaign on Balanced Use of Fertilizers

Towards Sustainable Soil Health & Improved Farm Productivity



*Imbalanced fertilizer use is harming soil health, reducing efficiency, and increasing environmental risks.
Promoting scientific, balanced, and sustainable nutrient management practices across India.*

Campaign Focus Areas

- Creating awareness and developing capacity on soil test-based balanced nutrient management
- Accelerated adoption of Integrated Nutrient Management (INM) practices
- Use of organic sources and biofertilizers
- Strategic integration of green manuring/biomass recycling for long term sustainability of farming systems
- Dissemination of user friendly tools and techniques for balanced use of fertilizers such as Leaf Colour Charts and decision-support advisories

Implementation Approach



Village & Block Level Awareness



Farmer Training Programmes



Multi-Stakeholder Collaboration



State Agriculture Departments

Adopt Balanced Fertilization Today!

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Indiscriminate and imbalanced use of fertilizers—especially excessive urea and DAP—has led to declining soil health, reduced nutrient efficiency, and environmental concerns. While fertilizers have supported productivity, their unbalanced use now threatens long-term sustainability and farm profitability.

In a meeting held on 24th March 2026, under the chairmanship of Dr M. L. Jat, Secretary (DARE) & Director General, ICAR, in the presence of senior officials, ICAR decided to launch an Intensive Campaign on Balanced Use of Fertilizers. The campaign will be implemented across the country ahead of the Kharif season, with special focus on high fertilizer-use districts.

The campaign will primarily focus on:

- Creating awareness and developing capacity on soil test-based balanced nutrient management
- Accelerated adoption of Integrated Nutrient Management (INM) practices
- Use of organic sources and biofertilizers
- Strategic integration of green manuring/biomass recycling for long term sustainability of farming systems
- **Dissemination of user friendly tools and techniques for balanced use of fertilizers such as Leaf Colour Charts and decision-support advisories**

Implemented through coordinated efforts of KVKs, ICAR Institutes, SAUs, ATMA, FPOs, NGOs, and State Agriculture Departments, the campaign aims to improve soil health, enhance nutrient use efficiency, and ensure sustainable agricultural productivity.

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