

PRESS RELEASE



CIPMC Shillong Organises Khet Bachao Abhiyan Programme to Enhance Farmer Awareness on Safe Crop Protection Practices

Shillong, June 5, 2026: As part of the nationwide Khet Bachao Abhiyan 2026–27 campaign, a one-day awareness programme on the safe and quality use of pesticides was held at the Horticulture Hub, Thadlaskein Block, West Jaintia Hills District, on June 03, 2026. The event was organized by the Central Integrated Pest Management Centre (CIPMC), Shillong, which works under the Ministry of Agriculture & Farmers Welfare, Government of India. The programme was conducted in partnership with the Directorate of Agriculture, Government of Meghalaya, and the local Krishi Vigyan Kendra (KVK), bringing together many farmers and agricultural workers from across the district. This event is part of the month-long Khet Bachao Abhiyan campaign running across the country throughout June to help farmers transition to safer and better farming.



During the programme, experts from CIPMC Shillong taught farmers how to use pesticides safely and only when absolutely necessary. They encouraged farmers to adopt Integrated Pest Management (IPM), which is a safer and more natural way to protect crops. Farmers learned how to choose the right pesticides, use the correct amounts, follow the safety waiting periods before harvesting, and practice safe methods for handling, storing and throwing away pesticide waste.

The officials advised farmers to stop using too many chemical fertilizers and pesticides because they damage the land. Instead, they encouraged the use of eco-friendly methods like organic manure, bio-fertilizers, and bio-pesticides. Farmers were also introduced to new farming technologies under the National Pest Surveillance System (NPSS). The experts explained that reducing chemical use helps keep the soil healthy, protects nature, lowers farming costs, and ensures that farming remains successful for a long time.



Farmers were also given helpful tips on how to avoid buying fake or low-quality products. They were told to always buy pesticides from authorized dealers, ask for a proper bill, and carefully check the registration details, batch numbers, manufacturing dates, and expiry dates. The officials also warned the gathering about the serious dangers that careless pesticide use poses to human health, helpful insects like honeybees, and the environment.

The event included practical demonstrations where farmers learned how to select healthy seeds and treat them properly to prevent diseases. The experts also spoke about the dangers of pesticide drift, which happens when chemicals blow onto neighboring fields, harming other crops, animals, and humans. To prevent this, farmers were shown how to choose the right spray nozzles and how to spray safely according to the weather.



Finally, the farmers were shown how to use simple, natural tools to catch pests, such as pheromone traps, sticky traps, light traps, and neem-based sprays. These eco-friendly methods should always be the first line of defense before using chemicals. At the end of the day, all the participating farmers took a pledge to use pesticides safely, adopt eco-friendly farming practices and protect the environment.