

Viksit Krishi Sankalp Abhiyan (29 May-12 June 2025): A Transformative Agricultural Outreach for a Developed India

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Introduction

India's agriculture sector, which supports nearly half of the nation's population, has long been at the heart of national development goals. In pursuit of strengthening this sector, the Government of India launched the "Viksit Krishi Sankalp Abhiyan" (VKSA) - a pioneering, large-scale agricultural outreach campaign held from 29 May to 12 June 2025. Designed as a comprehensive bridge between cutting-edge agricultural research and farm-gate realities, this 15-day campaign sought to empower millions of farmers with modern scientific knowledge, improved practices, and a roadmap to sustainable and profitable farming.



Genesis and National Vision

The VKSA was conceptualized as part of a strategic effort to realize India's vision of a "Viksit Bharat" (Developed India) by 2047 - a vision that considers modernized agriculture a cornerstone of national progress. The campaign was launched under the leadership of Union Minister for Agriculture & Farmers' Welfare and Rural Development, Shri Shivraj Singh Chouhan, in alignment with Prime Minister Narendra Modi's focus on enhancing agricultural productivity through science and technology.

The overarching aim was to close the gap between laboratory research and on-field implementation - encapsulated in the adage "Lab to Land." This involved direct interaction between agricultural scientists, extension officials, policymakers, and farming communities to foster two-way learning: disseminating scientific innovations while also gathering farmer feedback to inform future research and policy formulation.

Scope and Scale of the Campaign

VKSA was unprecedented in its scale. Across more than 700 districts nationwide, approximately 2,000 expert teams - consisting of agricultural scientists, extension officers, Krishi Vigyan Kendra (KVK) personnel, progressive farmers, and state officials - were mobilized. These teams conducted daily meetings and field sessions aimed at reaching an estimated 1.3 to 1.5 crore farmers directly in villages.

Each team typically held three daily engagements at the district and village level, offering tailored guidance based on local agro-ecological conditions. These included soil health assessments, crop choice suggestions, demonstrations of high-yield seed varieties, and advice on nutrient management - all with the goal of enhancing productivity, profitability, and resilience of farm operations.

Core Objectives of VKSA

The campaign's multi-pronged objectives were:

1. Dissemination of Modern Agricultural Practices

VKSA focused on introducing farmers to modern, science-based farming techniques - including soil health management, efficient water usage, crop diversification strategies, pest and disease control, and high-yielding seed adoption.

Demonstrations on optimized fertilization using Soil Health Cards guided farmers on balanced nutrient application tailored to soil type and crop needs. This scientific approach aimed to improve yields and reduce input costs, laying the foundation for sustainable agriculture.

2. Awareness of Government Schemes

A key emphasis was placed on familiarizing farmers with government welfare and agricultural support schemes - including credit facilities, crop insurance (e.g., PM-FBY), MSP (Minimum Support Price) mechanisms, and subsidies that can bolster financial sustainability.

This initiative strived not just to inform but also to facilitate access - helping farmers understand eligibility criteria and navigate administrative procedures to avail benefits efficiently.

3. Strengthening Farm-Research Linkages

VKSA empowered farmers to access cutting-edge innovations from agricultural research institutions by forging direct communication between ICAR institutes and the farming community. Scientists from institutions such as

ICAR-IIMR (Indian Institute of Millets Research) and ICAR-IIOR (Indian Institute of Oilseeds Research) conducted on-ground sessions to highlight crop-specific advancements and address region-specific challenges.

This two-way consultation not only delivered scientific knowledge to farmers but also enabled researchers to collect grassroots feedback - concerns about quality seed availability, market access, water stress, and input costs - which could inform future policy adjustments and research priorities.

4. Promoting Crop Diversification and Resilience

Recognizing the threats posed by climate change, VKSA placed importance on crop diversification, especially the promotion of climate-resilient crops like millets. These crops not only offer environmental benefits but also enhance nutrition and economic resilience for smallholder farmers.

Sessions across Telangana, Andhra Pradesh, and several other states highlighted millet cultivation, post-harvest processing, and value addition - pointing toward diversified income streams for farming households.

Grassroots Implementation: A Pan-India Phenomenon

The thrust and implementation of VKSA varied across states but remained rooted in local agrarian ecosystems:

Gujarat

Gujarat's campaign launched with a mission to empower over 3.5 lakh farmers across nearly 3,000 villages, led by Krishi Department teams and agricultural universities. The emphasis was on spreading advanced and climate-resilient practices, aligning with the broader national goals.

Andhra Pradesh & Telangana

In districts like Kurnool and Sangareddy, interventions focused on contraceptive millets and cropping systems. Scientists explained water-efficient practices, marketing linkages, and the role of Farmer Producer Organizations (FPOs) in improving market access.

Assam

In Dhubri, the local KVK partnered with district agriculture, fisheries, and veterinary bodies to implement VKSA with a clear focus on boosting Kharif farming productivity, demonstrating how localized partnerships can enrich outreach efficacy.

Northeastern States

Remote and hilly regions such as Arunachal Pradesh saw dynamic engagement, where Krishi Vigyan Kendra teams and agricultural officials conducted numerous field visits and educational sessions, covering diverse villages and facilitating access to welfare schemes.

Collecting Farmer Voices for Future Policies

An innovative element of VKSA was its institutionalized mechanism for collecting farmer feedback. In states like Haryana, teams gathered grievances and suggestions from thousands of farmers, documenting them for future analysis and policy consideration. These ranged from issues with quality seed availability to market barriers and infrastructure gaps - highlighting the campaign's role as a listening platform as much as a teaching one.

This bottom-up flow of information - where field insights feed back into national research and strategic planning - is poised to stamp a lasting imprint on agricultural governance in India.

Challenges Addressed and Lessons Learned

During the campaign, several systemic challenges were articulated by farmers:

- Lack of quality seeds and access to certified inputs
- Delayed or inadequate access to markets
- Rising input costs and mechanization gaps
- Climate-induced uncertainties affecting crop cycles

These insights, documented through farmer interactions, are expected to inform targeted interventions and bolster support mechanisms in future seasons.

Impact and Legacy

At its conclusion on 12 June 2025, VKSA had directly engaged millions of farmers and catalyzed a renewed understanding of the potential for science-driven agriculture in India. By boosting awareness, facilitating access to resources, and strengthening farmer-scientist linkages, the campaign laid the foundation for enhanced farm productivity, resilience, and income diversification.

VKSA is poised to become a biannual fixture in India's agricultural calendar - preceding both the Kharif and Rabi seasons - as a resilient outreach model that can continually elevate agricultural productivity and farmer prosperity.

References

1. Drafting and launch overview of VKSA and its national vision (Ministry & ICAR)
2. Scale, duration, and nationwide engagement details
3. Structure of teams and field-level meetings
4. Campaign execution specifics (Soil health, crop guidance, Seed varieties)
5. ICAR-IIMR outreach and millet promotion
6. ICAR-IIOR specific involvement in oilseed awareness

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| 7. State-level implementation examples (Gujarat) | 10. Field feedback collection and challenge documentation |
| 8. District-level campaigns (Assam Dhubri) | |
| 9. Close of VKSA in remote regions (Arunachal Pradesh) | 11. Campaign's future prospects as biannual outreach |
