



ICAR-Central Institute for Research on Cotton Technology  
Adenwala Road, Matunga, Mumbai - 400019

No: Dir/ICAR-CIRCOT/Misc./2026

Date: 9<sup>th</sup> April, 2026

**CIRCULAR N.14**


**Sub:** *Nomination of Nodal and Co-Nodal officer for activity of "Promoting Soil Health Management and Balanced Fertilizer Use in the MGMG adopted villages" – Reg.*

**Ref:** Letter dated April 06, 2026 received from Dr. Rajbir Singh, DDG (Agricultural Extension), ICAR, KAB-I, Pusa, New Delhi 110012

In the activity of "Promoting Soil Health Management and Balanced Fertilizer Use in the MGMG adopted villages", the following scientists are nominated as Nodal Officer and Co Nodal Officer from ICAR-CIRCOT,

Nodal Officer		
Name	Designation	Contact details
Dr. Sujan Adak	Scientist, GTC, Nagpur	<b>Mobile/Whatsapp: 8609198660</b> <b>Email: <a href="mailto:sujanadakhrw@gmail.com">sujanadakhrw@gmail.com</a>, <a href="mailto:sujan.adak@icar.org.in">sujan.adak@icar.org.in</a></b>
Co- Nodal Officer		
Dr. Shekh Mukhtar Mansuri	Scientist, GTC, Nagpur	<b>Mobile/Whatsapp: 9407849400</b> <b>Email: <a href="mailto:mukhtarmnsr95@gmail.com">mukhtarmnsr95@gmail.com</a>, <a href="mailto:shekh.mansuri@icar.org.in">shekh.mansuri@icar.org.in</a></b>

The Nodal Officer of ICAR-CIRCOT will be responsible for coordinating and compilation of brief reports of the activities undertaken and share it on a weekly basis with PME cell for onward submission to the SMD/Council. In the absence of the Nodal Officer, the Co- Nodal Officer will be responsible for coordinating the activities and reporting the same to the PME Cell.

  
(S. K. Shukla)  
Director

**Attachment:** The letter mentioned at Reference above.

**Copy to:**

1. All Heads of Division
2. Incharge, PME Cell
3. Incharge, GTC, Nagpur
4. PS to Director



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डॉ. राजबीर सिंह  
उप महानिदेशक (कृषि विस्तार)  
Dr. Rajbir Singh  
Deputy Director General (Agricultural Extension)

**Dated: 6<sup>th</sup> April 2026**

**To**

**All Directors,  
ICAR Institutes**

**Subject: Engagement of "Mera Gaon Mera Gaurav (MGMG)" Teams for  
Promoting Soil Health Management and Balanced Fertilizer Use  
– reg.**

Dear Sir/Madam,

This has a reference of the meeting held on 6<sup>th</sup> April 2026 under the Chairmanship of Secretary, DARE & DG, ICAR regarding constitution of *Special Task Force* for impact assessment and development of mitigating measures in Agriculture Sector,. It has been decided by the *Competent Authority* that all ICAR Institutes may actively engage and mobilize the "**Mera Gaon Mera Gaurav (MGMG)**" teams, constituted at the Institute level, to undertake focused outreach and awareness activities in their adopted villages.

The **MGMG** teams may undertake the following key activities:

**1. Awareness Campaigns on Balanced Fertilizer Use**

- Promote judicious and balanced application of fertilizers.
- Educate farmers on reducing excessive fertilizer usage where it exceeds recommended levels.

**2. Promotion of Alternative and Sustainable Agricultural Practices**

- Encourage adoption of alternative agriculture practices and eco-friendly fertilizers.
- Popularize natural farming approaches among farmers.

### 3. **Crop Planning for Reduced Fertilizer Dependency**

- Advocate cultivation of crops requiring comparatively lower fertilizer inputs.

### 4. **Farmer Awareness & Capacity Building**

- Conduct village-level meetings, demonstrations, and campaigns to sensitize farmers about soil health improvement.

### 5. **Public Outreach & Behavioural Change Communication**

- Generate awareness through campaigns to promote responsible fertilizer consumption and sustainable practices.

The *MGMG* teams should ensure regular interaction with farmers, documentation of activities, and dissemination of best practices to enhance impact at the grassroots level.

You are requested to take necessary action in this regard on priority and ensure effective implementation of the above activities through *MGMG* teams under your jurisdiction.

A brief report on the activities undertaken may also be shared, periodically, with this Division. **Dr. Sujeet K. Jha, Principal Scientist (Agricultural Extension)** will be the *Nodal Officer* at the SMD level. You are requested to nominate one Nodal Officer from your institute for effective coordination. The ***Nodal Officer*** of each Institute need to update about the progress in this regard, on weekly basis on the E-Mail ID: [Jha.Sujeet@icar.org.in](mailto:Jha.Sujeet@icar.org.in) (Mobile No. 9416484391/9499184391).



**(Rajbir Singh)**

Copy for information:

1. All DDGs
2. ADG (Coordination), Member Secretary, Special Task Force
3. PPS to Secretary, DARE & DG, ICAR