

## **Media Release**

### **CropLife India celebrates ‘Honey Bee Day’ amidst Pollination service through ‘Madhu Sandesh’ Project at KVK Baramati**

**19 August 2017, Baramati:** CropLife India in association with **Indian Council of Agricultural Research (ICAR)** and **Agriculture Development Trust, KVK Baramati** celebrated the **‘Honey Bee Day’** in Baramati today. The day is observed to promote beekeeping and pollination services in agriculture. Farmers who took part in the project program were felicitated amongst around 800 farmers amidst dignitaries like Shri Sharad Pawar, President – Agriculture Development Trust, Shri Rajendra Pawar, Chairman, Agriculture Development Trust, members from ICAR, KVK Baramati and member organizations of CropLife India.

CropLife India celebrated this day as an acknowledgment for the success of **‘Madhu Sandesh’** project in Baramati and felicitated farmers in the region to encourage and create awareness amongst them to pollinate their crops with beehives and responsible use crop protection products.

The project showcased outstanding outcomes with an average increase of **20.83%** in crop yields over last year and a substantial increase in quality due to pollination service. The project received tremendous appreciation from farmers and government gaining accolades not only in India but also receiving International recognition.

**Dr. P. K. Chakraborty, Additional Director General – Plant Protection, Indian Council of Agricultural Research (ICAR) New Delhi**, said, “We are very pleased to celebrate this day as we believe honey bees are one of the best natural insect pollinators and we need to protect them to aid the national food security goals. We have been creating awareness amongst farmers in this region about the role of honey bees in increasing the crop yield besides beekeeping entrepreneurship through the ‘Madhu Sandesh’ project and the results are tremendous”.

Addressing the gathering **Mr. Brij Uberoi, CEO, CropLife India**, said, “Honeybees are one of the most important and widespread pollinators of our food and we need to protect them. The ‘Madhu Sandesh’ program is one such initiative that demonstrated and promoted the proliferation and professionalization of the beekeeping in Baramati. As part of the program, subsidized bee hive rentals were provided to farmers to pollinate their crops. This not only resulted in improved yield and incomes for farmers but also instilled a holistic understanding of the need to use crop protection products in a manner that protects the environment and ecosystems.”

At the end of the first year, 90% of the 180 participants reported better quality crops. Pomegranate farmers saw an average of 15% increase in their yields, corresponding to a 42% increase in income while the training they received helped reduce waste. Moreover, the farmers who benefitted from the program became enthusiastic advocates of promoting pollination, protecting the environment and using crop protection products responsibly.

#### **About Crop Life India:**

CropLife India is an Association of Technology driven Crop Science Industry, committed to Advancing Sustainable Indian Agriculture. CropLife India promotes the benefits and responsible use of Crop

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Protection products, as well as sound regulatory frameworks in support of sustainable agriculture in India. CropLife India is part of CropLife International, a global federation of the plant science industry in over 90 countries. CropLife India believes in a strong and science-based regulatory system to protect people and the environment such that timely access to new crops, new pesticides or new uses for existing pesticides should be promoted.

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