

Press Release

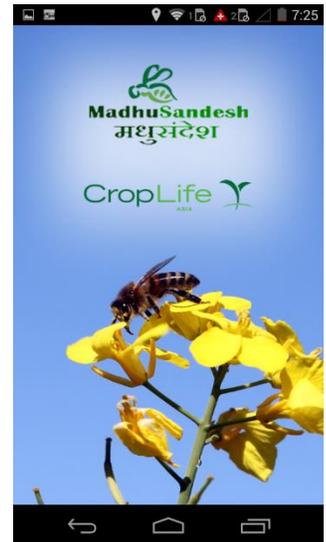
CropLife India signs MOU with Krishi Vigyan Kendra, Agriculture Development Trust Baramati, ICAR, to launch mobile application “Madhu Sandesh” in presence of the Hon’ble Chief Minister, Maharashtra.

- CropLife’s Madhu Sandesh mobile application connects beekeepers and farmers, enabling a two-way communication introducing technology applications to Indian agriculture
- Madhu Sandesh project, to promote beekeeping and bee health in the Baramati region of Maharashtra.

6 November, 2015, Baramati, Maharashtra: CropLife India in collaboration with KVK, Agriculture Development Trust, Baramati signed an MOU in presence of the Honourable Chief Minister of Maharashtra, Shri **Devendra Fadnavis** to launch a Mobile application – “**Madhu Sandesh**” to create awareness on the importance of **beekeeping and maintain good bee health** thus enabling a two-way connect between beekeepers and farmers, on the location of hives and crop protection activity on registered farmer fields. This state-of-the-art android based mobile application introduced by CropLife India, will facilitate farmer participants to enjoy improvement in crop yields and quality from pollination services, encouraging technology applications to Indian agriculture and farming practices. KVK, Baramati, brings in its experience to provide training to farmers and beekeepers on the importance of pollinators and maintain good bee keeping practices to promote a sustainable agriculture. The project involves starting an apiary at KVK Baramati, providing beehives on a rental basis to farmers for pollinating their crops and providing training to prospective beekeepers.

While signing the MOU, Dr. Syed Shakir Ali, Programme Coordinator, KVK, Agriculture Development Trust, Baramati, said, “*The project entails supporting the expansion of beekeeping as a source of income for those interested in the practice, including providing focused training on bee health honey production and pollination services and the use of a mobile app to encourage a two way communication channel between the farmers and the beekeepers*”.

Shri Gantakolla Srivastava, CEO of CropLife India mentioned “ CropLife India is proud to be associated with KVK Baramati to enable beekeepers and farmers to utilize “**Madhu Sandesh**”, the mobile technology as a resource to input information on their crop protection activities that may be of interest to a beekeeper in a particular location. Beekeepers are able to notify nearby farmers of the location of their hives. This opens up a line of communication through an internal messaging system, which aims to ensure healthy pollination. We appreciate the enthusiasm of Krishi Vigyan Kendra Baramati in collaborating to implement this project with guidance from ICAR and hands on support from CBRTI, KVIV and KVIB.”



<https://play.google.com/store/apps/details?id=com.beekeeperasia>

Bees play an important and irreplaceable role as pollinators in the environment. Besides providing honey and beeswax, honeybee pollination is crucial for putting on our table four out of the five foods we eat – oilseeds, pulses, vegetables and fruits. While pollination can be done by a number of insects such as butterflies, bumblebees, beetles, flies and even ants, honeybees are the most efficient pollinators. It is estimated that under normal conditions a hive of fifty thousand bees pollinates half a million plants in one day. While healthy honeybees are not only vital for honey production, they also cause manifold increase in crop productivity through pollination. While the life of the individual worker honey bee is short only 4 to 6 weeks in summer, honey bees account for 80% of all insect pollination. The total economic value of pollination worldwide is estimated to be more than \$ 200 billion (*) and accounts for around 10 percent of agricultural production.

(*Gallai N, Salles JM, Settele J, Vaissiere BE,2009, Economic valuation of the vulnerability of world agriculture confronted with pollinator decline. Ecol Econ 68 (2009) 810 – 821)



Successful stewardship requires collaboration, engagement and support by all stakeholders. Where this occurs, the community can be assured that best practices are being consistently applied for the safety of users, consumers and the environment, including and especially for managing any risks to pollinators.

CropLife India: is an association of technology – driven crop science industry, representing 15 R&D based member companies committed to responsible crop care and crop production for the safe and sustainable development of Indian Agriculture. It promotes the benefits and responsible usage of crop protection products, as well as sound science based regulatory system to protect people and the environment, timely access to crops, usage of new pesticides to support a sustainable agriculture system in India. A unit of CropLife International, a global federation of the plant science industry present in over 91 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 crop protection solutions or new uses for existing crop protection products are promoted.

Krishi Vigyan Kendra (KVK), Baramati: is a district level Farm Science Center established by the Indian Council of Agricultural Research (ICAR), New Delhi, at Agricultural Development Trust Baramati district Pune for speedy transfer of technology to the farmers' fields. The operational area of this Krishi Vigyan Kendra comes under the western Maharashtra dry Zone. The aim of Krishi Vigyan Kendra is to reduce the time lag between generation of technology at the research institutions and its transfer to the farmer's field for increasing production, productivity and income from the agriculture and allied sectors on a sustained basis.

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