

## POLICY & ADVOCACY:

With increasing population, demand for food grains is increasing at a faster pace as compared to its production. The opportunity lies in developing and executing innovative farming solutions that addresses the needs of the Indian farmer with very low landholding size, resources and knowhow available to him. This necessitates the use of crop protection solutions in a judicious manner within the confines of the regulatory framework in India.



Policy and advocacy plays an important role keeping in line with CropLife India's vision of being committed to advancing towards a sustainable agriculture, while maintaining the product stewardship lead through various farmer awareness/ training programs and engaging meaningfully with different stakeholders across the country to enhance farmers' prosperity and contributing to food security

CropLife India engages works closely with the Ministry of Agriculture & Farmer Welfare to address the food security challenges of the nation while contributing to sustainable agriculture. CropLife India is currently working with the Government on Grow Safe Food Campaign through various initiatives targeted at the farmers, dealers and is working closely with key State Governments.

CropLife India has been playing a key thought leadership role on progressive regulations in the country by bringing international experts and experiences to share global best practices and advances in science and technology to Indian regulators and policy makers. With more than half of its population dependent on agriculture, India needs sustainable solutions to feeding a 1.21 billion population. In this endeavor, CropLife India and its member companies, work towards introducing the latest technologies and solutions on Crop Protection while playing a leadership role in promoting safe and judicious use develop sustainable agriculture.