



## **PPE Project launch event**

*Personal Protection Equipment Awareness Campaign, Responsible and Safe use of Crop Protection Products*

**at**

Village Narayangaon, Taluka, Junnar, District Pune, Maharashtra

**January 18<sup>th</sup>, 2018**

### **Stakeholder participation**

#### **1. State Agriculture Department, Maharashtra**

- Chief Quality Control Officer, Pune, Maharashtra State Subhash Kartkar
- Block Agriculture Officer, Narayangaon Tatyasaheb Kolekar
- Block Agriculture Extension Officer, Junnar Vijay Khedkar

#### **2. Medical Practitioner**

- National Toxicology Practitioner Association Dr. Sadanand Raut, MD, Medicine (Narayangaon)

#### **3. School Teacher**

- Science Teachers Association Dr. Ratilal Babel (Narayangaon)

#### **4. Industry**

- a. Syngenta Mr. Varun Goel (Delhi)
- b. Bayer Crop Sciences Dr. Sunil Desai (Mumbai)  
Mr. Abhinandan Patil (Narayangaon)
- c. BASF, India Mr. Vikram Garud (Narayangaon)  
Mr. Pravin Parmar (Mumbai)  
Mr. Vishal Khade (Aurangabad)
- d. FMC India Pvt. Ltd. Mr. Kishor Korade (Sanhali)  
Mr. Vinayak Jondhale (Pune)
- e. Rallies India Ltd Mr. Kaluram Domale (Chakan)
- f. Indofil Mr. Rahane Nilesh (Akole)  
Mr. Rahul Kadu
- g. Forecast Agrotech Mr. Jalindar Padwal  
Mr. Dhanraj Kadam
- h. Retailer Association and Jai Anand Krushi Udyog Mr. Mahesh Borana

#### **Croplife India and Project Implementing agency**

- CropLife India Coordinator Dr. Atimanav Gaur
- VGAI, President Mr. Sriram Gadhve
- VGAI, Technical coordinator Dr. Santosh Sahane

## AGENDA

Venue : Jai Anand Krushi Udyok, Besides IDBI Bank

<b>5:30 to 5:45 pm</b>	Welcome & Felicitation	Dr Santosh Sahane, VGAI
<b>5:45 to 6:00 pm</b>	Introduction of CropLife & Stakeholders	Dr Atimanav Gaur, CLI
<b>6:00 to 6:15</b>	Role of Vegetable Growers Association in PPE Project	Mr Shriram Gadhave, President, VGAI
<b>6:15 to 6:30 pm</b>	Address by Chief Guest	Mr Subhash Katkar, CQCO, Maharashtra State
<b>6:30 to 7:00</b>	Introduction and Importance of Plant Protection Equipments (PPE) Kit	Dr Sushil Desai – Bayer India
<b>7:00 to 7:15 pm</b>	Stakeholders Views & Interaction	
<b>7:15 to 7:25 pm</b>	Lucky Draw and PPE demo kit handover	
<b>7:25 to 7:30 pm</b>	Vote of Thanks	Mr Vishal Khade, BASF

Highlight of the event was participation of a wide range of Stakeholders connected with project objectives. More than 100 participants were present at this Project launch event, including Govt. officials from State Agriculture department, Maharashtra; 30 retailers/distributors, Teachers from Govt. Schools; Medical Doctor; around 40 farmers; Industry representation from eight Companies, CropLife India officials; and Implementing agency, VGAI team.

Implementing agency and Croplife India took the lead to introduce all delegates participating in the program. Dr. Santosh Sahane, VGAI, mentioned that VGAI have already started awareness movement on Responsible use of pesticides and importance & use of plant protection equipment in this District

Dr Atimanav CLI Stewardship program, elaborated the basic ideology of project. CropLife India is “not for profit” organization, wholly funded by memberships, and working towards Transfer of innovative technologies to farmers, Increasing productivity and Responsible & Safe use of Crop Protection chemicals and use of Personnel Protection Equipments. He underlined that this project is oriented towards increasing awareness about Responsible use of Crop Protection chemicals among Retailers, farmers and farm labors and other stakeholders.

Mr Subhash Katkar, in his address mentioned that, CropLife India has taken great initiative in public welfare and he also conveyed his best regards for the project. He assured full cooperation in implementation of project activities in Maharashtra. In his address, he mentioned future policies of government for safe handling of agro-chemicals through certified Spray Operators.

Dr Sushil Desai from Bayer Crop Sciences (Project Partner of Pune District) described in detail, about PPE kits, their use and benefits. He also conducted demonstration on how to use each PPE element and their availability through this project.

Dr Sadanand Raut President, Indian Toxicologist Association assured that this novel project will also be disseminated through medical practitioner’s forum. He congratulated CropLife India team for the efforts taken on Handbook made for medical practitioners.

Dr Santosh, mentioned a quote of *Sant Swami Vivekanand*, “Anything Excess in Life is Poison” Uses of chemicals in indiscriminate way are leading us to life threatening results. We are losing our biodiversity as few birds like vulture, parrot and sparrow; are seen rare now and even declared as endanger species in India. He briefed on log frame of activities to be implement under this project and appealed for cooperation from all stakeholders.

Farmer meetings were also conducted in Village *Vaishnavadham* and Village *Umbraj* (Taluka, Junnar) where more than 50 farmers and Industry participated in generating awareness on PPE Project.





## Media Coverage

(More media clips are being added)

S. No.	Publication	Headline	Edition
1.	International News & Views	CropLife India pioneers farmers' education drive on the use of Personal Protective Equipment across Maharashtra	Online
2.	The Times of India	Campaign to sensitize farmers	Online
3.	Nyoooz.com	Campaign to sensitize farmers	Online
4.	Navbharat	CropLife India pioneers farmers' education drive	Pune, Maharashtra
5.	Bharat Dairy	CropLife India pioneers farmers' education drive on the use of Personal Protective Equipment across Maharashtra	Pune, Maharashtra
6.	Jan Pravas	CropLife India pioneers farmers' education drive	Pune, Maharashtra
7.	Sanj Mahanagri	CropLife India pioneers farmers' education drive	Pune, Maharashtra
8.	Punekarnews.com	CropLife India pioneers farmers' education drive on the use of Personal Protective Equipment across Maharashtra	Online
9.	Kesari	CropLife India pioneers farmers' education drive	Pune, Maharashtra
10.	Yashobhoomi	Education Drive for Personal and Crop Protection	Pune, Maharashtra
11.	Sanj Samachar	CropLife India pioneers farmers' education drive on the use of Personal Protective Equipment across Maharashtra	Pune, Maharashtra
12.	Sanj Varta	CropLife India pioneers farmers' education drive	Pune, Maharashtra
13.	Rashtratej	Farmer's education drive on the use of Personal Protective Equipment organized	Pune, Maharashtra
14.	Hindustan Times	Farmers' education drive on the use of personal protective equipment held	Pune, Maharashtra
15.	Pudhari	Farmers' education drive organized	Pune, Maharashtra





## Event Outcomes

- Generated awareness on PPEs and their use through training and demonstrations
- Connected with Distributors, Retailers and Farmers and spread awareness on importance of this project for their health, Crop production and Environment.
- Established multi-stakeholder engagement including Govt officials, Doctors and School teachers, for their involvement in project.
- Conducted training for VGAI team