

Press Release

CropLife India pioneers farmers' education drive on the use of Personal Protective Equipment across Maharashtra

CropLife India will reach out to more than 4.5 lakh farmers on the Responsible Use of Crop Protection Products and ensure availability of PPE kits through retail outlets over the next three years

March 12, 2018; Aurangabad, Maharashtra: CropLife India today, rolled out an extensive awareness drive for farmers on the importance and use of Personal Protective Equipment (PPE) and Responsible Use of Crop Protection Products, in a ceremony held at Aurangabad, Maharashtra. Present on the occasion were **Shri Sanjay Vyas, District Agriculture Officer; Mr. Devanand Ambhore, Extension Officer; Dr. Baburao Sapkal, Medical Superintendent, Sillod village; Dr. Tayade, Rugna Kalyan Samiti Sadsya, Sillod village;** distributors, retailers, delegates from member companies and other officials.

Through the project, CropLife India aims to make PPE Kits easily available at retail outlets for farmers. This will be done through the member companies' distribution channels in Maharashtra. CropLife India has collaborated with **Vegetable Growers' Association of India (VGAI)**, an association working with farmers towards their empowerment, to raise awareness on the responsible and safe use of Crop Protection Products along with usage of Personal Protective Equipment. VGAI has engaged enthusiastic graduates and post-graduates in agriculture, trained by CropLife India member companies for effective knowledge transfer to farmers with the objective to build a Sustainable Model for making PPE's available to farmers through retail outlets.

The project will be initiated in five districts of Maharashtra, namely Pune, Nashik, Aurangabad, Ahmednagar and Sangli. In each of these districts, the project implementation will be supported by local government bodies, farmer associations and Kisan Unions, and locally operational NGOs. Departments of Agriculture at state and district level, agricultural universities, and Krishi Vigyan Kendras will support the outreach effort through communication channels targeted at farmers and their families.

Speaking at the launch event in Maharashtra, **Mr. Brij Uberoi, CEO, CropLife India**, said "Our outreach efforts will target the rural communities at a scale never seen before and drive awareness across multiple channels so that both education and PPE kits are made available to the farmers. The campaign around PPE will not only educate the farmers, but also help in mitigating the risk of unsafe handling of Crop Protection products and empower them and their families towards achieving safety and security. The retail model will ensure that the importance and use of PPE is promoted every time the farmer purchases Crop Protection Products".

Through a sustained campaign around PPE adoption and use, CropLife India promotes responsible use of Crop Protection Products towards the goal of making PPE available at a reasonable cost through retail channels. The campaign to raise awareness around the

purchase of PPE will impact over 4.5 lakh farmers every year. Over the next three years, the campaign also aims to support smallholder farmers in the state.

Shri Sanjay Vyas, District Agriculture Officer, lauded the scale and reach of CropLife India's project, "CropLife India will have the full support of our State and District administration, so that the goal of educating 4.5 lakh farmers on safe use of Crop Protection Products is achieved and the messages are imbibed, which would ensure the adoption of PPE. This campaign by CropLife India and its members will have a steady trickle down effect as it is designed to promote peer-to-peer learning among farmers and their families, ensuring the future generations of farmers receive the training they need to practice safe and sustainable agriculture".

Lack of awareness and source of getting the Personal Protective Equipment amongst Small holder farmers and Spray operators has always raised a concern on the risk of unprotected exposure while handling and applying Crop Protection products. CropLife India's outreach has been operative, involving organisations at the grass root level to spread awareness amongst farmers on Good Agricultural Practices (GAP) and the importance of using appropriate Personal Protective Equipment.

The project will spread awareness amongst farmers, on a wide range of topics such as transportation and secure storage of Crop Protection products, understanding the label, judicious and responsible use of Crop Protection products, personal health and hygiene, use of PPE (Personal Protective Equipment), correct spraying techniques, maintaining sprayers and nozzles and triple rinsing of used containers.

About CropLife 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 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 Crop Protection products or new uses for existing Crop Protection products should be promoted.

Our Members are –

ADAMA India Pvt. Ltd., BASF India Ltd., Bayer CropScience Ltd., Dow AgroSciences India Pvt. Ltd., E.I. DuPont India Pvt. Ltd., Excel Crop Care Ltd., FMC India, Indofil Industries Ltd., Isagro (Asia) Agrochemicals Pvt. Ltd., Monsanto Holdings Pvt Ltd., Rallis India Ltd., Syngenta India Limited, Sumitomo Chemical India Pvt. Ltd. and SWAL Corporation Ltd.

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