

**"Pesticides Dealers' Workshop, Vadodara District,
Gujarat"**

Venue: Agriculture Produce Market Committee, Karjan

Date: 25 June 2019 (Tuesday)

Time: 10:30 AM – 01:00 PM



The Dealers' Workshop under CropLife India Anti-Counterfeit Mass Awareness Campaign, "Jagrut Khedut, Samruddh Khedut" was held on 25 June 2019 at Agriculture Produce Market Committee, Karjan, Gujarat.

Shri Jatinbhai Patel, Agriculture Extension Officer, Karjan; Mr Mukeshbhai Raj, President, Dealers Association, Karjan and Shri Hiranbhai Patel, Secretary, Central Gujarat Dealers Association & Dealer Vadodara attended the event & addressed the gathering.

Event was well attended by more than 40 Dealers.

Representatives from Member Companies namely Dhanuka Agritech Ltd., Isagro Asia etc participated actively in this Event.

Brief Summary of the Event

CropLife India has been running an Anti-Counterfeiting Mass Awareness Campaign in the villages of Amod, Bharuch, Karjan & Padara Talukas, Bharuch & Vadodara Districts, Gujarat educating the farmers about the important points they should keep in mind while making any purchase. This has been done via workshops, Puppet shows, wall writings, posters, pamphlets, Loudspeaker campaign, rally, training etc.

The objective is that if the farmers' starts practicing this to validate and purchase the genuine products, then the counterfeit manufacturers will be demotivated and will be forced to abstain from manufacturing counterfeit agricultural products and Dealers will also get affected.

However, the Govt & its representatives' engagements on the running activities would give an extra confidence to the farmers.

The Dealers' Workshop held in Vadodara District on 25th June 2019 is one of the activities planned under the Gujarat ACF campaign to address the issues and spread information among the key stakeholders to sensitize on the subject.

While welcoming the dignitaries and addressing the gathering, we introduced CropLife India and its various companies about our mission in conducting such projects in various parts of India over the past many years. CropLife India initiatives have been shared along with the strategies thru which we can help in curbing this menace.

Puppet show with all the key messages was also part of the event. Puppet show is an important activity of the project and a good medium of awareness especially in the villages. It has made remarkable impact on the Farmers, Children, and Women etc. We have witnessed few Farmers, Women & children humming the tune.



✚ **Ms Sony Mamgai, CropLife India welcomed all the dignitaries.** She highlighted the purpose of this program and directed all to sell only Quality products to the Farmers with sufficient Knowledge. She tried to get the Dealers involved by asking few Questions to the Dealers like why they go usually to their favorite Restaurants, what are the criteria they keep in mind while selecting a Restaurant. Dealers were got excited and shared their views interestingly. Afterwards, the purpose of asking such questions was shared. Informed them that like preferring fav. Restaurant is someway similar to visiting the fav. Dealers Shop by the Farmers and to make this happen the same criteria like cleanliness, friendly behavior, relevant information, good guidance/ service etc would prosper the Business as well as the trust of the Farmers.

Ms Sony Mamgai also informed them about the consequences of selling / stocking counterfeit pesticides and how 'Good Service prospers Good Business'. She also stressed upon the Dealers & Farmers informative interaction/ coordination with the Dealers that will help in receiving the desired results and would also boost Farmers confidence.



✚ **Shri Jatinbhai Patel, Agriculture Extension Officer, Karjan** emphasized on quality products to be sold. He thanked CropLife India and shared his views on importance of such kind of ACF awareness campaigns and dealers' responsibility towards safer environment.



✚ **Mr Mukeshbhai Raj, President, Dealers Association, Karjan shared his experiences.**

He shared that Govt is acting actively to curb this menace and strict upon it. Govt and its representatives have been providing proper guidance to Farmers' & Dealers' and stressed upon the need of proper knowledge to protect the farmers from any crises and their business can run smoothly.



✚ **Shri Hiranbhai Patel, Secretary, Central Gujarat Dealers Association & Dealer Vadodara emphasized on the education of the Dealers across the States.** He suggested that this should become a regular course and compulsory for all.

Mr Patel also committed to help the Dealers when required and proper guidance on the subject but recommend quality product to the Farmers with all technical information.



- ✚ **Mr Ankit Kalawadia, Dhanuka Representative** stated in his speech that Farmers & Dealers relationship should be strengthened to flourish the business. Many Farmers are not aware about the Counterfeit product, so we should join hands in curbing the menace. He told that Farmers has full faith and are closely connected with the Dealers/Distributors rather than others. So it's our common responsibility to recommend quality products with proper information.



- ✚ **One of the Dealers, Shri Dhiren Bhai** thanked CropLife India for conducting such event and insists to continue the same in future. He said that improvement is required to spread the awareness among the farmers & Dealers esp. on correct handling- storage of pesticides and identify counterfeit pesticides, for which education and training programs are required and some of the information can be carried out by the Dealers which can act as a catalyst.



During the last session, we circulated two type of CDs (original & fake) and Pen Drives (Good Quality & Bad Quality) among the audience to give practical knowledge and asked them to identify the difference between them. We discussed the views & appreciated Dealers' participation and their concerns & recommend again to sale good quality products.



Officials from Agricultural Department and Dealers etc who attended the function appreciated the efforts of CropLife and Member companies and suggested to continue this service for the farmer & Dealers welfare and society as a whole. They gave assurance that they will provide full cooperation in such activities by their presence and inputs and also would share requisite support & information to the farmers on regular basis.

The function was followed by Lunch, arranged in nearby open space of the event hall.



Around 40 Dealers, President of Vadodara Dealers Association, Sarpanch, Social workers etc from the Vadodara & Bharuch Districts were present.



✚ Social Media Coverage:

https://www.business-standard.com/article/news-ani/croplife-india-reaches-out-to-dealers-in-fight-against-counterfeit-pesticides-119062600654_1.html

Event News Broadcasted in one of the Gujarat's Local News Channel "In Bharuch" on 26th June 2019:

<https://www.youtube.com/watch?v=6v298Q7yqHI>