

Snapshots

"Pesticides Dealers' Workshop, Bharuch District, Gujarat"

Venue: Dr Ambedkar Bhawan, Bharuch District.

Date: 21 May 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 21 May 2019 at Dr Ambedkar Bhawan, Bharuch District, Gujarat.

Shri VijaySinh Solanki, Deputy Director, Quality Control; Shri P S Rank, Deputy Director, Extension); Dr Pathak, Professor, Plan pathology, NAU Bharuch; Dr H U Vyas, Dept. of Extension, Navsari Agriculture University, College of Agriculture, Bharuch Campus, attended the event & addressed the gathering. Event was well attended by more than 40 Dealers.

Dealers/Retailers Association President and KVK officials along with other Distributors of Crop Protection Products were also present at the event.

Representatives from Member Companies namely Dhanuka Agritech Ltd. participated actively in this Event.

Glimpses of the program



Mrs Sony Mamgai, CropLife India along with Mr Ashok Patel, Kruti NGO welcoming to august gathering & felicitating to the guests.



Shri VijaySinh Solanki, Deputy Director of Agriculture (Extension) addressing the Dealers at the event.

Shri PS Rank, Deputy Director of Agriculture (Training) addressing the gathering.



Prof. Dr Pathak & Prof. Dr Vyas, Navsari Agriculture University addressing the gathering.



Dealers, President of Bharuch Dealers Association, Sarpanch etc gathering from the Bharuch District were more than 40 in numbers.

Event Brief

We will be 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 will be done via workshops, Puppet shows, wall writings, posters, pamphlets, radio jingles, 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 the Govt & its representatives' engagements on the running activities would give an extra confidence to the farmers that the product which they are purchasing is genuine and will have basic knowledge of the subject.

However, the key stakeholders will also get benefitted by marking their presence and can boot confidence by addressing the campaign among the farmers, Dealers etc to sensitize on the issues and their solutions.

The Dealers' Workshop held in Bharuch District on 21st May 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 and 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. Our main objective on aspects such as recognition of

spurious/ counterfeit products and Responsible use of Crop Protection Products were discussed.

The officials were aware of the magnitude of spurious products that is available and harming the environment, country economy, farmers & dealers productivity and reputation and society as a whole.

All dignitaries were welcomed by Ms Sony Mangai, CropLife India. She highlighted the purpose of this program and directed all to sale only Quality products to the Farmers with sufficient Knowledge. Dealers & Farmers friendly and informative interaction/ coordination will help in receiving the desired results and would also boost Farmers confidence.

Mr Vijaysinh Solanki, Deputy Director, Quality Control gave brief information on online licenses renewal and easy access to the dealers for issuing new licenses. He guided all to see their own firm information by creating proper ID & Password online.

He also emphasized on quality products to be sold.

He also stressed upon the importance of such kind of ACF awareness campaigns and dealers' responsibility towards safer environment.

Mr P S Rank , Deputy Director, Training and Director of ATMA Project, Bharuch shared his past experience of Quality control job at Junagadh. He informed the sample experience of Zero percent Phorate of one company in past. Therefore, he requested all to give more weightage on providing & selling quality products.

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 s that Business could run smoothly.

Mr H U Vyas (NAU ,Bharuch College) informed that they have started Input Dealers course at Navsari Agriculture University by the support of Mr Pathak Saheb (Ex Vice Chancellor ,NAU, Navsari). Around 40 Stakeholder educated during the first year and afterwards same programme was undertaken by Anand as well as Junagadh University. Now, this has become a regular course.

Dr Vyas 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.

Dr Pathak, Professor NAU, 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 for the farmers should be strengthened and some of the information can be carried out by the Dealers which can act as a catalyst & avoid any consequences to happen.

He emphasized on that the Farmers' economy can be improved by increased productivity and Quality. 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.

During the last session of Q & A, Mr Gautam Bhai (President, Pesticides Association & Patel Agro, Bharuch) & Mr Hemant bhai (Krushi Vikas Kendra, Bharuch) discussed & appreciated Dealers' participation and their concerns & also told to control their credit business and recommend again to sale good company's products.

Officials from Agricultural Department and Agriculture University and other civic officials who attended the function were perceptibly appreciative of the efforts by CropLife and Member companies in this kind of service extended to the farmer & Dealers and society as a whole.

Overall, a good workshop and all the questions raised by the Dealers were satisfactorily answered by the dignitaries. Dealers' appreciated the campaign and 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 well on time. The function was followed by Lunch, arranged in nearby open space of the event hall. The Member Company representatives from Dhanuka were very supportive throughout the function.

➤ **Participation from CropLife India Members**

- 1) Mr K B Patel, Dhanuka Agritech Ltd
- 2) Mr Indrapal Gharia, Dhanuka Agritech Ltd

➤ **Participation from CropLife India**

- 1) Ms. Sony Mamgai

Social Media clippings:

https://www.business-standard.com/article/news-ani/croplife-india-reaches-out-to-100-plus-pesticide-dealers-in-bharuch-119052201219_1.html

<https://www.theweek.in/wire-updates/business/2019/05/22/pwr17--croplife%20india.html>