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Reactive steps by authorities to counter the menace of counterfeits. [pg3](#)

To actively support genuine trade practices, buy material from authorized sources only. [pg4](#)



Keynote from Assistant Director General (Plant Protection)

I am pleased to note that CropLife India is releasing the 2017 Newsletter on Anti counterfeit measures being taken by CropLife Member Co's. Such activities include educating Farmers to recognize genuine product, identify fake pesticides, responsibly use product, grow safe food, caution dealers to refrain from stocking spurious products etc.

I wish to reiterate that availability and use of spurious pesticides is an anti national activity and calls for severe penal action since it destroys the Farmer income, depletes Country's agricultural produce, besides bringing in trade concerns and tarnishing Country's reputation in international arena.

Dr. P K Chakrabarty
ADG (PP & Biosafety)
ICAR

Chairman's Voice



Agriculture sector is one of the key drivers for growth of Indian economy. However, Indian agriculture is facing some tough challenges and one of that being the growth of counterfeit and illegal crop protection products.

Estimates based on a study conducted by FICCI in 2015 indicate that counterfeit pesticides are to the tune of 30% by volume in India and are expected to grow further. This has serious implication for the farmers, Indian agriculture, society and the economy at large. The farmer feels cheated as not only he loses his money buying such spurious products but also suffers from crop damage. Further, the government loses valuable income as most of these products are sold illegally without having to pay taxes. The impact of such spurious and substandard products on the soil, water, environment and their safety to applicators is a serious issue and severely impacts grow safe food efforts of the government and food security goals of Government and could have serious implication on national agricultural economy.

It is evident that the situation is grave and needs to be addressed collectively by farmer associations, industry players, government and pesticide regulatory bodies in time bound manner to curb further proliferation.

Mr. Sarjiwan Manhas
Chairman - CropLife India

Message from the Chief Executive Officer



The increasing menace of counterfeit fake, spurious, non-registered and illegally sold pesticides, bio stimulates and bio-pesticides laced with spurious chemicals used for crop protection, affect food production, health of farmers, consumers, and the environment.

CropLife India in its continuous endeavor to provide sustainable crop protection solutions to India agriculture, advocate strict enforcement to deal with counterfeits and spurious products while engaging with diverse stakeholders, including the farming community, pesticide dealers and retailers, central and state governments, in areas of progressive regulations, product stewardship, policy & advocacy and anti-counterfeiting to grow safe food for a growing nation.

Mr. Brij Uberoi
CEO - CropLife India



Menace Of SPURIOUS PESTICIDES

The rising population, increasing food demand, shrinking agriculture land area and loss of crops due to the attack of pests and diseases have made the crop protection chemicals all the more important in today's world. However there is an increasing concern about the menace of spurious

agrochemicals. Counterfeit products are unable to kill the pests or kill them efficiently leading to loss of revenue to farmers, agrochemical companies and Government. They pose a threat to the soil, water and environment.

CHECKLIST

- ✔ Protect your farmers by being vigilant against duplicate products.
- ✔ Buy products from authorized distributors only. Avoid bargains from unknown suppliers.
- ✔ Always provide original bill with accurate purchase details to your farmers.
- ✔ Educate farmers to use customer care telephone number written on the packaging to validate the authenticity of the product.

Illegal or spurious pesticides can have serious impacts



- **Risk of improper product handling:** Illegal pesticides may contain potentially risky components and farmers may not use the appropriate personal protective equipment's while handling such products, thereby exposing themselves to unnecessary risks.
- **Damage to the environment and crop:** It can cause damage to the environment, destroy crops and could result in reduced yields and poor food quality.
- **Damage the reputation of genuine companies:** Illegal products are sometimes sold with labels copying popular brands of reputable companies, violating trademarks and copyrights and can cause serious loss of reputation of genuine companies.
- **Jeopardize commercial exports:** Illegal products put export crops at risk of being rejected by international buyers who insist on buying produce treated with legally registered genuine products only.
- **Compromise the long term life of legitimate pesticides:** Illegal 'products' laced with pesticides can cause rapid development of pest resistance and loss of efficacy of legitimate products.
- **Farmers are the ultimate victims:** In case of any loss or damage farmers cannot contact illegal manufacturers for any support!
- **Impact loss of tax revenue to the government**

Protecting Crops

Hoping for a bountiful produce...?



Watch Out!

Buying counterfeit/ non-registered/ illegal pesticides including bio-products laced with chemical pesticides for crop protection can damage crops and your farm. You must check the following:



Insist on cash memo for every purchase



Check manufacturing and expiry date



Buy only from licenced dealer/retailer outlet



Check registration number and Active Ingredient



The seal should not be tampered



Call customer care number for more information

FICCI

Study On
Sub - Standard,
Spurious/Counterfeit
Pesticides in India
2015-REPORT

Knowledge and Strategy Partner

TATA STRATEGIC MANAGEMENT GROUP

FICCI report on issue of fake pesticides in India highlights

- The issue of counterfeit pesticides of the domestic pesticide industry is ~25% by value.
- **Around 10.6 million tons of food production could be lost due to illegal pesticides.**
- Food grain exports worth ~ INR 1, 5780 crores could be at stake.
- Exports of ~ 3 million tons of fruits & vegetables worth ~ INR 880 crores could also be at stake.

THE ONLINE DEALER TRAINING MODULE

is now published on the Google Play Store

CropLife India - Training Mo...

- Sustainable Agriculture: Role of Crop Protection Products Dealers ...
Learning module
By Crop Life
In Progress (50%)
- Regulatory Framework of Crop Protection Products and Dealers ...
Learning module
This module describes the regulatory framework of pesticides and the responsi...
By Crop Life
Not Started (0%)
- Crop Protection Products (Classification / Types / Formulati...
Learning module
By Crop Life
Not Started (0%)
- Labels
Learning module
By Crop Life
Not Started (0%)
- Crop Protection Products Application Equipments

My Learning

CropLife India - Training Modules
Learning Track ★★★★★

CropLife India, the industry association of technology driven crop science industry, comm...
By Crop Life
In Progress(50%)

Grow Safe Food CAMPAIGN

Central Government initiates 'Grow Safe Food' campaign to carry the message of safe and judicious use of pesticides to farmers and other stakeholders.

- Sends a strong advisory to retailers -- "Beware of counterfeits, spurious & illegal pesticides"
- Advises all State Governments and Industry Associations to distribute advisory to retailers.

Grow Safe Food



Department of Agriculture,
Co-operation & Farmers' Welfare
Ministry of Agriculture & Farmers' Welfare
Govt. of India

BEST BUSINESS PRACTICES



- *Principal Certificate (PC)* is issued by the manufacturer of the pesticide to any entity; authorizing them to stock / sell their products.
- *Pesticide License (PL)* is issued by the Department of Agriculture of respective State Governments to permit stock and sale of pesticide products.
- *Principal Certificate (PC)* is a pre-requisite for obtaining Pesticide License (PL).
- PC is a mandatory and legal requirement to stock and sell any pesticide product. Selling crop protection products without PC and PL is a violation of Insecticides Act, 1968 and the responsible person is subject to prosecution. This is actively enforced by department officials in many states.

- It's a good business practice to ensure you hold a valid Pesticide License and Principal Certificates.



To actively support genuine trade practices, buy material from authorized sources only.

Fines & Punishment under various acts:

(1) Copyright Act, 2002: Any person who knowingly infringes or abets the infringement of-

(a) The copyright in a work, or

(b) Any other right conferred by this Act, 125[except the right conferred by section 53A] 126, shall be punishable with imprisonment for a term which shall not be less than six months but which may extend to three years and with fine which shall not be less than fifty thousand rupees but which may extend to two lakh rupees.

(2) Trademarks Act, 1999: Any person who falsifies any trade mark shall be punishable with imprisonment for a term which shall not be less than six months but which may extend to three years and with fine which shall not be less than fifty thousand rupees but which may extend to two lakh rupees.

(3) Insecticides Act, 1968: Whoever Imports, manufactures, sells, stocks or exhibits for sale or distributes any insecticide deemed to be misbranded under sub-clause (1) or sub-clause (iii) or sub-clause (viii) of clause (k) of section 3, shall be punishable...

- For the first offence, with imprisonment for a term which may extend of two years, or with fine which may extend to two thousand rupees, or with both;
- For the second and a subsequent offence, with imprisonment for a term which may extend to three years, or with fine, or with both.



Greener Safer
Chemistries



Grow Safe Food



Friends of Farmers



Better Indian
Economy

CropLife
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