

# PROJECT COMPLETION REPORT

**Anti-Counterfeiting**

**Mass Awareness Campaign**

**“Jaagrut Khedut – Samruddh Khedut”**

**By:**



**Implemented by:**

**Kruti Charitable Trust, Bharuch, Gujarat**

## Location Map of the Project



### State: Gujarat

District covered in project : 2 districts (Vadodara & Bharuch)

Taluka covered in project : 4 talukas (Karjan, Amod, Padara & Bharuch)

Villages covered in project : 175 villages

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# 1. OUTLINE OF THE PROJECT

## 1.1 Background of the Project:

Gujarat is fastest growing & developing State in India. Gujarat experienced high agricultural growth approx. 7 to 8% in last decade due to improved seeds, water & electricity facilities. But Indian agriculture is facing major challenge of uses of counterfeit pesticides in farming and it is affecting our society & economy at large with serious implications for the farmers. The sales of illegal, sub-standard, spurious are major issues. These illegal pesticides not only fail to deal with pests and insects but also inflict damages on crops and the environment, which causes multiple losses. It is not only the farmers, who are deprived by lower yields, but consumers are also deprived of safe and quality food; export earnings are reduced, causing an adverse impact on the national economy.

### ***Anti-Counterfeiting:***

Indian economy is based on agriculture and contributes approx. 17 % of the nation's GDP.

As per UN Forecast, India will have 1.5 billion people and will be the most populated Country by 2030, hence huge expectations from farmers to grow more food from fewer farm holdings. Crop Protection will play a big role in growing more and safe food for the country.

According to a 2015 report by FICCI, "*Study on Sub-standard, Spurious/Counterfeit Pesticides in India*", sales of illegal pesticides in India is estimated to be INR 3,200 crores per annum constituting 25% of the total pesticides available in the market. It is expected to reach 40% by 2019 if adequate effective efforts are not undertaken to stop the sale and use of illegal and counterfeit pesticides.

As per the estimate of Indian chamber of commerce, due to use of these ineffective and illegal pesticides, there is an annual loss up to 11 Mio tons of food grains. In such a scenario, exports of agricultural commodities are under constant stress if traces of these illegal pesticides are found in the country of exports.

Therefore, Agro-chemical industry is an important agricultural support industry which boost agricultural yield by controlling the pests and diseases in the farmland.

## **1.2 Objectives of the Project:**

However, Illegal, counterfeit, or spurious pesticides are an emergent challenges for the Crop Protection Industry and Farmer, which bears a series of negative effects including economic losses for the farmers, potential harm to the environment, loss of tax revenues and deleterious impact on potential crop exports.

Because of these reasons the need of the project arises when the grave nature of the problem requires urgent actions by all stakeholders. Therefore CropLife India started this initiative with following objectives keeping in forefront:

- To create mass awareness and sensitize multiple stakeholders on the usage and prevention of counterfeit crop protection products among farming community in particular and that spurious/ illegal product must not be used despite compelling prices at which it may be suffered.
- To identify genuine and fake products by awareness, demonstration etc.
- Long term extended collaborative efforts would be required to increase awareness and training programs amongst the farming community, pesticide dealers & retailers on spurious crop protection products available in the market would enhance reputation, capacity building, skill & knowledge transfer for sustainable gains.

## **1.3 Project Period:**

*Project duration was of total Four (4) months. It was started from February 2019 and ended on June 2019.*

## 1.4 Target and Achievements of the Project:

Sr. No	Activity	Unit	Target	Achievement	Remarks
1	Puppet Show Campaign	Show	40	41	Conducted in selected villages and Dealers workshop & received tremendous response from the farming community. Found one of the successful awareness tools.
2	Video Show Campaign	Show	40	40	Screened ACF Film effectively in selected Villages & High schools.
3.	Loudspeaker Campaign	Day	10	11 days	Sensitized listeners on the subject and surprisingly people were approaching the team to get more information. People liked the song and humming the same.
4.	Collaterals flyers/ Posters	Nos. Nos.	15000 0 4000	100000 4150	As an effective tool Flyers were distributed during Individual visits & meetings, Video shows, Puppet shows, Krushi Mahotsav, Meetings, & Loud speaker campaign.
5.	Slogan Stickers on Wall	Nos.	400	400	Completed successfully.
6.	1. Awareness program / Workshop with Dealers / Retailers etc.	Nos.	2	2	Accomplished. Major achievement in getting information from the dealers/retailers and spreading Advisory of MOA&FW, a magnificent approach to disseminate messages among them.
	2. Workshop with Govt. officers	Nos.	1	---	This workshop got delayed due to Elections. Will be planned in due course of action to complete the task.

7	<b>Rally/ Krishi Mahotsava</b>	No	8	---	Rally activity also required permission of concerned authorities during election code of conduct but didn't get so in the place of this activity, we participated in three taluka level Krushi Mahotavs, organized by Govt of Gujarat. Tremendous response from the Govt officials as well as Farmers/Retailers. Govt. officials also esp. announced and requested all attendees to visit CropLife India's Stall for more information. Applauded by the Govt. authorities for great work done by CropLife and team.
8	<b>Advertising in Media</b>	No.	4	2, TV News	ACF messages broadcasted in two local news channels, Narmada and In Bharuch as news tickers displayed for three months, 18-20 times a day to disseminate the key points and direct outreach to the stakeholders. Along with that, published events' article in local newspapers.
9	<b>Krushi Mahotsav-</b> (Govt. requested CLI to participate in this event to make farmers aware about the ACF)	---	3		In replacement of rally, CLI participated in three Krushi Mahotsav in 3 Taluka at the same time. Achieved target of reaching out to more village farmers & Govt. Official and CLI applauded by the Govt. official on stage for this initiative and requested to continue this project for the welfare of the society.

## 2. PROJECT ACTIVITIES

### 2.1 Project Activity – Brief Overview:

Croplife India initiated Anti-counterfeit mass awareness campaign in Feb. 2019 for creating awareness among Key Stakeholders in Gujarat titled “**Jaagrut Khedut – Samruddh Khedut**” about Counterfeit & Illegal Pesticides.

- Video Shows
- Puppet shows
- Collateral flyers (handbills)
- Slogan stickers/ Posters on wall
- Loud Speaker campaign
- Workshop with Dealers/ Retailers/ Govt. Officials
- Krishi Mahotsava
- Media outreach

Croplife India with the support of a local implementation partner NGO, **Kruti Charitable Trust**, located in Jhadeshwar, Dist. Bharuch, Gujarat successfully accomplished the project. Both the organizations were equally responsible for designing the strategies and smooth running of the campaign to achieve the above mentioned objectives.

The project was started by conducting orientation program for the selected staffs by Kruti Charitable Trust to sensitize them about the entire project objectives, activities and its implementation strategies. The project was initiated with village level visits, individual direct & indirect farmer’s contacts, direct meeting with farmers groups, dealers & retailers, nearby agriculture collages & Govt. officials.

The details of contacted farmers & meetings are as below:

**Direct contact : 6686 farmers**  
**Indirect Contact : 10610 farmers**  
**Farmers meetings : 1279 farmers in 32 meetings**

This comprehensive report is providing the details and highlights of the mediums (Tools)/ activities undertaken throughout the awareness campaign.



***The project is initiated with the event “Inauguration of Anti-Counterfeit Mass Awareness Campaign, Bharuch District, Gujarat”***

*The CropLife India Anti-Counterfeit Mass Awareness Campaign, “Jagrut Khedut-Samruddh Khedut” was held on 11 March 2019 at Patidar Bhawan Dharmashala, Sarbhan village, Amod Taluka, Bharuch District. This Pilot Project is being conducted under the aegis of Grow Safe Food campaign and is supported by Department of Agriculture, Govt of Gujarat.*

*Many Govt. officials, Farmers, Village Sarpanch, Dealers/ Retailers, Agriculture Universities Professor/Scientist along with Companies representatives were present.*



**Photographs: Individual Direct & Indirect Contacts – Farmers’ & Dealers’ meetings**





## 2.2 Video Shows:

The Video show is a visual media for mass awareness with the use of technology. It seems a sophisticated tool for village people to attract & attention. Video helps memorize information more than other content forms. Research says 90% of the information sent to the brain is visual.

Therefore, CropLife India decided to implement this activity by using an ACF video prepared by CropLife India to spread key awareness messages of Anti Counterfeits. As a result, this was the most convenient, effective and informative video tool available in nine (9) local languages to maximize the impact and helpful in educating the farming community.

This has been shown in Gujarati language in the fields to the farmers, at village level & high school students. **Approx. 1721 beneficiaries covered in this activity from 40 villages including high schools.**

Video link : <https://www.youtube.com/watch?v=BOiR16gEKY8> (Hindi)  
<https://www.youtube.com/watch?v=L1FcaE92gK4> (Gujarati)

## Photographs: Video shows at Village & High schools



### 2.3 Puppet Shows:

Puppetry is folk media and one of the most important parts in the world of communication. Puppetry is an edutainment tool and widely accepted by all age groups of people. Puppetry also visual & verbal communications perform live (Physical). Hence **in this campaign puppetry was one of the most important and significant eye-catching and effective media to spread mass awareness.** During this campaign, Puppet shows created massive impact on community. “DUDUZ HOUSE” – A known professional puppet theatre group has performed puppet shows with the help of Implementing Agency.

**Puppet show theme & script:** The theme of Puppet show was Bhavai. Bhavai – is a typical folk theatre of Gujarat and very popular and entertaining among the rural and tribal community of Gujarat. The duration of puppet show was 20 minutes, professionally recorded at a recording studio to give a high level quality performance in the field. The script of Bhavai consists of songs & dialogues with music, which spread awareness on ACF with humor. The total of 41 Puppet shows have been conducted across the selected districts and applauded by Govt. officials as well as Farming community.



## Photographs: Puppet show



VID-20190603-WA0016.mp4

## 2.4 Collaterals (Flyers, handbills, Leaflets):

The Printed collaterals are highly effective IEC materials (Information, Education & Communication) for any awareness. It should be design nicely to catch the attraction of particular target group. An important part of campaign.

## Creative of Flyer



### Photographs: Flyers distribution



### 2.5 Slogan stickers/ Posters on wall:

The Activity of Slogan stickers and posters (also IEC materials) accomplished. Message about awareness or campaign on Posters promotes positive behavior in community and it is also **reminder media** which gives reminder whenever anyone sees the posters. In villages, at Panchayat offices, Milk Co-operative, Schools, Common choke or on road side trees sticking posters created impact. More than 4000 posters/Flyers pasted on the wall.

### Photographs:





# Creative of Stickers/ Posters



## અસલી અને નકલી જંતુનાશકોના વપરાશના લાભ-ગેરલાભ

### અસલી જંતુનાશકો

- ✓ રોગ જીવાતનું અસરકારક નિયંત્રણ કરી પાકને બચાવે છે.
- ✓ ઉચ્ચગુણવત્તાની ખાત્રી સાથે ધાર્યા મુજબનું ઉત્પાદન
- ✓ લેબલની સુચનાઓ મુજબ વપરાશ કરવામાં આવે તો અણધાર્યા જોખમનો ભય રહેતો નથી.
- ✓ ખેડૂતો પોતાના ઉત્પાદિત પાક મુક્ત રીતે સહેલાઈથી વેચી શકે.

### નકલી જંતુનાશકો

- ✗ અસરકારક જીવતા નિયંત્રણ ન થતાં પાક નિષ્ફળ જાય છે.
- ✗ ઉત્પાદન નબળું અથવા નિષ્ફળ જાય છે.
- ✗ માનવ આરોગ્ય માટે અને પર્યાવરણ માટે જોખમનો ભય હમેશા રહેલો છે.
- ✗ ખેડૂતોને પોતાનો ઉત્પાદિત પાક મુક્ત રીતે વેચવામાં મુશ્કેલી પડે છે.



\*\*"જીવન મેટુર સુપર મેટુર સર્વિસના" અભિયોજન : કૃષિ સેવિંગ્સ ડ્રગ્સ, સગર

## ગેરકાયદે જંતુનાશકો

તમારા ખેતરોને જોખમમાં ન મુકો

નકલી, પેટકાઈ જંતુનાશકોનું વેચાણ હેડ મેટી સરકાર છે. ગેરકાયદે વેચાણ કરવાને ડેટાબેઝીંગ સહાયકો સહી નથી હોતી અને માનવ ખાત્રી હોતી. તેથી વપરાશથી બચાવો અને પાક, પાક પર આરોગ્ય, પર્યાવરણ ઉપરાંત ઉપજાને પણ નુકસાન કરે છે.

સાચું ઉત્પાદન માટે માનવ આરોગ્ય અને પર્યાવરણ માટે જોખમ નથી.

અસરકારક અને નિષ્ફળ જાય છે.

માનવ આરોગ્ય અને પર્યાવરણ માટે જોખમનો ભય રહેલો છે.

પાકને બચાવે છે.



સાચું ઉત્પાદન માટે માનવ આરોગ્ય અને પર્યાવરણ માટે જોખમ નથી.

જે કસ્ટોમરને ગેરકાયદે વેચાણ કરવામાં આવે તેને ગુણવત્તા સુધારવાની સહાયતા મળે છે.

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## ખેડૂતો!

### તમે નકલી / બનાવટી ગેરકાયદે જંતુનાશકો થી કેવી રીતે બચશો.



બનાવટી/નકલી વપરાશ, ગેરકાયદે વેચાણ કે ( બનાવે પેટકાઈના નામે વેચવામાં આવતા અસરકારક નિષ્ફળ ઉત્પાદનો)ને ઉપયોગ તમારા પાકને સત્તાવાર ઠરી તમાને મોટું આર્થિક નુકસાન પહોંચાટી શકે છે. અને તમે ખેતરનાર અને કોઈ કાચગાળીય પગલાં પણ ભરી નથી શકતા, માટે તમારી કમચાલીયા રક્ષણ માટે જંતુનાશકો ખરીદવા પહેલાં અટકવું અવશ્ય છે.

- ગુણવત્તાની સીલ સમીક્રમ વગર, કોઈ નકલી નહીં હોવું જોઈએ.
- કોઈ અસરકારક ભાગના, સિલિંગ પાકોને જ નહીં, કોઈ અસરકારક નહીં હોવું જોઈએ.
- પેટકાઈ સીલ વગર, કોઈ અસરકારક નહીં હોવું જોઈએ.

- ગુણવત્તાની સીલ સમીક્રમ વગર, કોઈ નકલી નહીં હોવું જોઈએ.
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## નકલી જંતુનાશકોને કેવી રીતે ઓળખવા

- જે ઉત્પાદનો, ફેરિયા (લાયસેન્સ વિનાય, અજણાયા, દુકાન ન ધરાવતા) વ્યક્તિ દ્વારા વેચવામાં આવે
- વેચાણ કરનાર જે જંતુનાશકનું પાકું ઢિલ આપવાની ના પાડે.
- જે ઉત્પાદનો ની કિંમત અસલી ઉત્પાદનોની સરખામણીએ ખુબ નીચી હોય છે.
- લેબલ સ્થાનિક ભાષામાં ન હોય. અને લેબલમાં ભૂલો હોય



Legal with safety symbols



Counterfeit without symbols



\*\*"જીવન મેટુર સુપર મેટુર સર્વિસના" અભિયોજન : કૃષિ સેવિંગ્સ ડ્રગ્સ, સગર



## બનાવટી અને ગેરકાયદે જંતુનાશકો

### બનાવટી અને ગેરકાયદે જંતુનાશકોને ઓળખવાના ૯ મુદ્દા



- જે વચ્ચે અસરકારક ભાગના, સિલિંગ પાકોને જ નહીં, કોઈ અસરકારક નહીં હોવું જોઈએ.
- કોઈ અસરકારક ભાગના, સિલિંગ પાકોને જ નહીં, કોઈ અસરકારક નહીં હોવું જોઈએ.
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- પેટકાઈ સીલ સમીક્રમ વગર, કોઈ નકલી નહીં હોવું જોઈએ.
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જે અસલ કરતા ઉપરોક્ત કઈપણ જુદુ લાગે તો તે પેકીંગ ખરીદશો નહીં. અને તમારા પાકને નુકસાન થતું અટકાવો.

\*\*"જીવન મેટુર સુપર મેટુર સર્વિસના" અભિયોજન : કૃષિ સેવિંગ્સ ડ્રગ્સ, સગર



## તમે બનાવટી જંતુનાશક દવા તો નથી ખરીદી રહ્યાને ? તમારી જાતે ચકાશો...

બનાવટી/નકલી વપરાશ, ગેરકાયદે વેચાણ કે ( બનાવે પેટકાઈના નામે વેચવામાં આવતા અસરકારક નિષ્ફળ ઉત્પાદનો)ને ઉપયોગ તમારા પાકને સત્તાવાર ઠરી તમાને મોટું આર્થિક નુકસાન પહોંચાટી શકે છે. અને તમે ખેતરનાર અને કોઈ કાચગાળીય પગલાં પણ ભરી નથી શકતા, માટે તમારી કમચાલીયા રક્ષણ માટે જંતુનાશકો ખરીદવા પહેલાં અટકવું અવશ્ય છે.

- ગુણવત્તાની સીલ સમીક્રમ વગર, કોઈ નકલી નહીં હોવું જોઈએ.
- કોઈ અસરકારક ભાગના, સિલિંગ પાકોને જ નહીં, કોઈ અસરકારક નહીં હોવું જોઈએ.
- પેટકાઈ સીલ વગર, કોઈ અસરકારક નહીં હોવું જોઈએ.

- ગુણવત્તાની સીલ સમીક્રમ વગર, કોઈ નકલી નહીં હોવું જોઈએ.
- ગુણવત્તાની સીલ સમીક્રમ વગર, કોઈ નકલી નહીં હોવું જોઈએ.
- કોઈ અસરકારક ભાગના, સિલિંગ પાકોને જ નહીં, કોઈ અસરકારક નહીં હોવું જોઈએ.



\*\*"જીવન મેટુર સુપર મેટુર સર્વિસના" અભિયોજન : કૃષિ સેવિંગ્સ ડ્રગ્સ, સગર

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## 2.6 Loud Speaker campaign:




Loud speaker is also one of the key medium of mass communication. Announcement by loud speakers with the help of the vehicle is very popular in villages to spread messages.

We moved the vehicle with sound system facility & recorded messages in musical form in local language to make the stakeholders understand easily. **Also Anti-Counterfeit awareness songs had been recorded with well-known Garba (a popular folk dance in Gujarat) tune.** This campaign gave positive impact & visibility/presence of organizations in all villages. **During this campaign, we have covered more than 257 villages.**

### Photographs:



### Audio clips played during loud speaker campaign: (Double Click to Listen)

 1. Announcement.mp3      01 Announcement.mp3	 03 Kheduto o vahala.mp3      03 Kheduto o vahala.mp3
02 Msg clips.mp3	 04 Je Je Kheduto song.mp3      04 Je je kheduto.mp3



## 2.7 Workshop for Pesticides Dealers/ Retailers:

The two key Workshops for Pesticides Dealers & Retailers were organized successfully in two Districts, Bharuch & Vadodara of Gujarat.

**1<sup>st</sup> workshop held in Bharuch on 21<sup>st</sup> May 2019.**

**2<sup>nd</sup> Workshop held in Karjan, Vadodara on 25<sup>th</sup> June 2019.**

Along with Key Govt. officials, Agricultural Universities Professors, Dealers/Retailers/Farmers, Company Representatives were also present and shared their experiences, suggestions, sights on the subject.

More than 50 participants felicitated each event and suggest CropLife to unend this remarkable project and spread out in other areas of Gujarat as it is need of the time.

### Glimpses of the events through 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.business-standard.com/article/news-ani/croplife-india-reaches-out-to-100-plus-pesticide-dealers-in-bharuch-119052201219_1.html)

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

### Events News also broadcasted in some of the Gujarat's Local News Channels:

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



VID-20190529-WA0006.mp4

At Karjan taluka Workshop, we have shown the Puppet show also & this initiative was appreciated by all present dealers etc. They showed interest to support such campaign in future as well.

### Photographs: Bharuch workshop





## Photographs: Karjan Workshop



## 2.8 Krushi Mahotsava:

The Govt. of Gujarat (Agriculture Department) organized a Krushi Mahotsav at Talukas level to provide information about various Govt. schemes, Products, services & other necessary information at a larger scale in each taluka from 16-18 June 2019. CropLife India along with implementing Agency took benefit of this opportunity to get a stall at “KRISHI MAHOTSAV”. We put stalls at three different locations (Taluka), 1. Bharuch 2. Karjan 3. Padara. For the First time an organization like “CROPLIFE INDIA” put informative awareness stall in this Krushi Mahotsav.

During Krushi Mahotsav maximum farmers as well as Govt. officials visited CLI stall. They were eager to know about the stall and its importance because only Croplife India was providing awareness and information that they found useful & spent some good time to understand each poster. However, rest of the stalls were displaying their products & services for promotions & marketing; CropLife Stall was performing more like a Message Station for them. Also Farmers collected flyers to stay connected with us to get right information timely. Many Senior Government officials also visited our stalls and were pleased to see CLI stall at the event. Govt. officials praised for this remarkable initiative.

During this Krushi Mahotsav, more than 13000 farmers were get sensitized & visited our stall in three talukas from 130 villages. This event offered us more reach & visibility in compare to Rally and **CLI Stall staffs were applauded on the stage especially and authority instructed all the visitors to must visit CLI stall for getting some useful information.**



- This campaign has created mass impact on farmers & common people of villages about anti-counterfeiting.
- Though they are doing farming & buying pesticides since long but certainly such information was new for more than 60% of farmers, which was shared by all the activities performed during the campaign about how to identify counterfeit and illegal pesticides.
- Many farmers have accepted that they are buying loose pesticides from vendors. They never checked whether those vendors are registered or not. But now onwards they ensure us that they will first check the authenticity of vendor or pesticides suppliers.
- Also more than 65% farmers have accepted that they do not know how to read labels on bottle or pack & they never thought that it is essential but after went through these activities contents few farmers & interested persons came forward to ask/ learn how to read labels and key messages to keep in mind.
- Most of the farmers are buying pesticides as per suggestion of dealers or friends (farmer) as they are getting it on credit. Dealers' sensitization was useful in Workshops.
- Those who are buying packed pesticides, many of them farmers not making calls on helpline (Customer care number) for any guess/clarity and sometime they never check the hologram or Trademark.
- After great impact of video shows & puppet shows, discussions were carried out with farmers & they realized that they are buying chemicals on the name of BIO.
- Due to high prices & lack of information, sometimes farmers gets indulge in purchasing loose/ low price pesticide which adversely affects their crop but they supported CropLife for this initiative and ensured us that they would keep key messages in mind while purchasing the product.
- The ways of spreading awareness like Collaterals (Flyers, handbills, leaflets, stickers & posters) were designed nicely, printed with simple language, easy to understand & was a hit among the farming community. Puppet shows were one of the demanding, entertaining activity– the script was interesting covering all aspects of campaign. Such type of program should be organized often across Gujarat.

- Loud speaker campaign was getting attention due to its recorded messages & songs for awareness. People were looking curious to know the subject.
- Many suggestions has come up from the farming as well as Govt. community that this type of program is need of the day and should be continued across Gujarat for the welfare of the society as a whole and esp. the puppet show can be continued.
- Received remarkable response from all the State/ Districts/ Talukas etc levels Govt. officials and Agricultural collages & institutes for this campaign. Participated in our events and shared their views and appreciated the same.
- Conversation rate by the farmers with our team were higher during video shows & puppet shows.

#### 4. Events' Media coverage:

The campaign was extensively covered by local Newspapers (Print Media) and Gujarat local Channels in the form of News Tickers and events clippings.



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

Events News broadcasted in Television (Digital Media): Double Clicks below link:



VID-20190529-WA0004.mp4



VID-20190313-WA0002.mp4

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

<https://www.youtube.com/watch?v=MnMRFQo5w8k>



## 5. Recommendations:

- A long term project is advisable to measure the impact and spreading the awareness minutely in those areas where much time and manpower requires. Each awareness activity needs sufficient time to reach to the community.
- A post activity follow ups would help establish a great relationship with the Govt. as well as the Farming community. Therefore, CropLife India should continue policy advocacy with the State Govt. to build and establish an important bond for future projects to get the continuous support.
- Opportunities for further Cluster wise training and workshops that will maximize results are necessary for farmers & farming community.
- Dealers & Farmers' shared their views on the price of the Crop Protection Cos' products which are expensive as compared to few other Cos'. However, they feel that the products are effective but sometimes become extremely difficult to afford. So a balance is recommended.
- Out of 175 villages – around 40 villages' farmers (Big farmers) are settled in nearby town or city hence most of them were not part of any campaign activity and affected the campaign because they are the decision makers of their respective farms. Thus, need some innovative approach to reach out to them.
- Few villages are bigger in size and volume therefore need multiple and repeat events/ activities to cover entire area.
- Initially farmers' had the impression that we were there to promote some of the pesticide companies' brands and will distribute some free samples. A right orientation and involvement needed to sensitize about the objective and improve the visibility of the organization by CLI & Member Cos' visits.
- The lack of participation/ involvement of Member Cos' somewhere affecting the success of the project. So a good participation from all the Member Cos' is critical.

## Testimonials:

*Zaverbhai Patel – (President Farmers' Cooperative, Retired Teacher, farmer & village leader) – Dora village.*

*“CropLife India & Kruti Charitable Trust is doing fantastic work which is the need of current era in farming. As an educated person in village, it is my duty to gather farmers for such good & noble program. Puppetry is a unique & an innovative approach to create awareness.*



*Somabhai – (Farmer & retailer of Pesticides).*

*“An initiative of such mass awareness campaign by CropLife India is appreciable; Script contents of Puppet show are remarkable. I am a farmer and doing side business of Pesticides as a retailer. In my knowledge, I never got such questions from farmers about quality of pesticides before. I am welcoming team of CropLife & Kruti Charitable Trust to support such program in my village where I can also support for the betterment of farmer community & society.*

*Madhusudan bhai Patel – (Sarpanch – Village: Nahier, Ta: Amod, Dist: Bharuch).*

*“Our village is known for Swadhyay activity in this area. Our agriculture land has limitations of crop as it is near to costal belt. But when team members of Kruti Charitable Trust came to meet us to inform about various programs of CropLife India for village farmers, I found it a great opportunity to get new information at our door step for farmers & villagers. Puppet show was very interesting, informative & entertaining. Though few farmers are not living in village but who were available had enjoyed the show. At the end of the show, few were murmuring the lines of song which was played in puppet show.*