

ANTI-COUNTERFEITING INITIATIVES BY CROPLIFE INDIA

Counterfeit, spurious or illegal products are a growing challenge for the plant science industry; CropLife India and its members, have continuously engaged with Regulators & Enforcement Agencies in key States and with the Central Government on the issue of Counterfeits and Bio products laced with chemicals.



FTIR Demonstration & Workshop



As per FICCI REPORT on issue of fake pesticides in India highlights:

- The issue of counterfeit pesticides of the domestic pesticide industry ~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 & vegetable worth ~ INR 880 crores could also be at stake.¹

The Growing Global Threat of Counterfeit Pesticide Use-

ILLEGAL AND COUNTERFEIT PESTICIDES AN EVER EXPANDING RISK

PRIMARY DANGERS

⚠ Environmental damage	⚠ The global economy and national GNP
⚠ Safety of farmers	⚠ Crop health and yield
⚠ Global food supply	⚠ Rural Social instability
⚠ Farmer Poverty	



ALL AGRICULTURAL STAKEHOLDERS ARE UNDER THREAT



AUTHORITIES & GOVERNMENTS



LEGITIMATE MANUFACTURERS



TRANSPORTATION & SHIPPING



PESTICIDE RETAILERS & DISTRIBUTORS



GROWERS/ FARMERS



FOOD COMPANIES

Source: CropLife International

ACF Initiatives by CropLife India

ACF Film

CropLife India produced a film educating the farmers on counterfeit and illegal Crop Protection products. The film has been produced in Seven languages namely Hindi, Bengali, Marathi, Gujarati, Tamil, Telugu and Kannada. These films have been circulated and are played on various platforms.

Gujarat ACF Awareness Campaign "Jagrut Khedut Samruddh Khedut"

Running in Bharuch & Vadodara Districts to educate farmers and create awareness that Spurious/Illegal Product must not be used despite compelling prices at which it may be suffered.

The Campaign conducts activities like Rallies, Puppet Shows, Video shows, Loudspeakers, wall writings, Workshop with Dealers / Retailer, Media Campaign etc.

Messages for Farmers:



HOW TO PROTECT YOURSELF FROM ILLEGAL PESTICIDES

Using counterfeit / non-registered / illegal pesticides including Bio-products illegally laced with chemicals can destroy your crops and your livelihood and you will have no recourse against the criminal counterfeiters. You must check the following to protect yourself and your earnings:

- Trust on cash memo for every purchase
- Check manufacturing and expiry date
- Buy only from licensed dealer/ retailer outlet
- Check registration number and Active Ingredient
- The seal should not be tampered
- Call customer care number for more information

"Let us join hands to combat this menace for a better tomorrow"

Central Government initiates 'Grow Safe Food' campaign



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.

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

About CropLife India

CropLife India is committed to advancing sustainable agriculture and it is an association of 18 R&D driven member companies. We jointly represent ~ 70% of the market and are responsible for 95% of the molecules introduced in the country. Our member companies have annual global R & D spend of 6 billion USD and are firmly committed to engaging with the farming community to enable Safe, Secure Food Supply.

OUR MEMBERS

Our Members



Our Associate Members



CropLife India

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