

39th ANNUAL REPORT
2018-19



- Integrated modern solutions for better crop protection
- Farmers prosperity through enhanced productivity
- Committed to advancing sustainable agriculture
- Leadership in product stewardship



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ABOUT CROPLIFE INDIA

CropLife India is committed to advancing sustainable agriculture and it is an association of 18 R&D driven member companies in crop protection. They 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 across the World to enable Safe, Secure Food Supply.

CropLife India members enable farmers adopt new technologies in agriculture, while providing in depth farmer trainings on good farming practices, including responsible use of crop protection products, container management and spraying techniques promotion of safe, responsible & judicious use of crop protection products under Integrated Pest Management approach. CropLife India extensively engages with the farming community including dealers and traders for growing safe, secured and nutritious food committed to responsible crop care and crop production for sustainable development of Indian Agriculture.

CropLife India is a non -profit organization, (registered under Section 8 company) wholly funded by membership. CropLife India is part of the CropLife International Network; and works closely with CropLife Asia & CropLife International, spread across 91 countries while engaging with diverse stakeholders to drive programs on Anti-Counterfeiting, Product Stewardship, Progressive Regulations, IPR/Data Protection, Policy & Advocacy, Communications & Outreach.

ASSOCIATION REPRESENTING INDIAN PLANT SCIENCE INDUSTRY

Our Members



Our Associate Members



KEY NOTE MESSAGE

अशोक दलवाई, भा.प्र.से.
मुख्य कार्यकारी अधिकारी
भारत सरकार,
कृषि एवं किसान कल्याण मंत्रालय
कृषि, सहकारिता एवं किसान कल्याण विभाग
राष्ट्रीय वर्षा सिंचित क्षेत्र प्राधिकरण



ASHOK DALWAI, IAS
Chief Executive Officer
Government of India,
Ministry of Agriculture and Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
National Rainfed Area Authority (NRAA)



Keynote Message

Farmers' welfare is predicated upon them realizing higher incomes from their farming-enterprise. Hence, the **Government's vision of doubling farmers' income**. This depends upon gross output, cost of production and remunerative prices.

Land, labour, capital and inputs constitute the four production influencers. The cafeteria of inputs includes seeds, planting material, water, nutrients, pesticides and so on; and the financial load of each of these impinges directly on the cost of production and the incomes thereof.

2. Agriculture is risky, and is vulnerable to several factors. Pests and diseases are identified as one of the major reasons for crop loss, next only to weather vagaries making it extremely important to be addressed in strategizing for higher farm incomes.

3. An optimal pest management approach is one that comprises both chemical and non-chemical alternatives. In India, crop yield losses range between 15-25 per cent on account of weeds, pests, diseases and rodents. Pesticides account for 0.4 per cent of crop production expenses. Other concerns are that, pesticides also leave residues in the yield, cause toxicity of soils and pollute the environment when used excessively and indiscreetly. Since the purpose of pesticide use is to protect and enable healthy crop production, its usage must be evidence based and minimal, in strict adherence to the prescribed standards. Hence, the need for an optimal blend of agro-chemicals and alternative systems (biological control, mechanical and agronomic interventions besides resistant varieties), as also knowledge of farmers.

4. It is in the interest of global ecology, nation's economy, farmers' welfare and the industry itself that science, technology and innovation are applied to pest management. The aim being development of new molecules, efficient management practices and technology application that yield most effective outcomes at least cost and minimal charge on ecology.

5. The policy framework needed is one that aims at quality of pesticides, optimal application, IPM practices and price of generic pesticides, besides promoting a competitive environment. Committed that the Government is to transforming India's agriculture, a rational and wholesome policy is being put in place.

6. I am happy that the CropLife India is bringing out its Annual Report. Am also pleased to learn of CropLife's commitment to promotion of sustainable pest management practices in consonance with the envisaged policy framework.

Ashok Dalwai
(Ashok Dalwai)

New Delhi
9th September, 2019

FOREWORD



Mr. Rajendra Velagala
Chairman
CropLife India

From the Chairman's Desk

Agriculture is the core pillar in Indian economy that not only ensures food and nutritional security for the country, but the state of our farmers and farming sets the tone for rural demand and socio-economic development of nation at large. CropLife India welcomes and is committed to support Shri Narendra Modi, Hon'ble Prime Minister of India's vision of Doubling Farmers Income by 2022.

Crop Protection Industry has played a major role in ensuring food and nutritional security of the nation besides making us one of the key agricultural output countries in the world. Challenges are getting complex with invasion of new pests like Fall Army Worm, buildup of resistance, climate change and associated vagaries of weather.

CropLife members are not only committed to bring latest and safer innovations but also equally committed to educate farmers on their safe and responsible use. There are many examples of this commitment, over the years:

- India is among the few countries to introduce latest innovations and greener chemistries.
- More than 40 lakh farmers have been trained in the safe and responsible use of crop protection products.

CropLife members continue to work closely with farmers, scientific community and policy makers to address current as well as future challenges. However, cost of research has gone up and it is estimated that the cost of discovery and development of a new active ingredient is around ~ 280 million USD. While CropLife member companies are committed to Innovation to the core, this also means fewer new active ingredients are coming out of research now than in the past. If Indian agriculture must flourish, be more competitive, quality driven, reducing waste as well as losses to enable our farmers to be more successful, it is absolutely essential that a progressive environment is in place that fosters innovations.

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.

While partnering in the progress of the agrarian economy of the country and towards achieving sustainable agriculture, the focus areas identified are:

- Precision Agriculture
- Responsible Use
- Policy/Regulatory Reforms

Crop Life India members would continue to be "partners in progress" with key stakeholders to the betterment of farming communities.

BOARD OF DIRECTORS



Mr. Rajendra Velagala
Chairman - CropLife India

Business Director, South Asia
BASF India Limited



Mr. Pramod Thota

President FMC India and AGS
Business Director



Dr. K C Ravi
Vice-Chairman, CropLife India

Chief Sustainability Officer
Syngenta India Limited



Dr. Amitava Sanyal

General Manager
Sumitomo Chemical India Pvt. Ltd.



Mr. Srinath Bala
Vice - Chairman - CropLife India

Head of Marketing, APAC 2
Bayer CropScience Limited



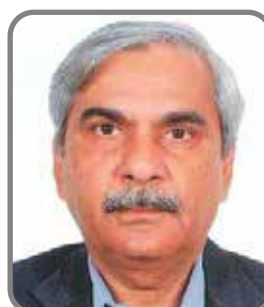
Mr. Dhiraj Pant

Market Development Lead, APAC
Bayer CropScience



Dr. Narahari Pullaiah

Director – Strategy & Portfolio
ADAMA India Pvt. Ltd.



Dr. Ajai Kumar

Head of Government & Industry
Affairs, South Asia
Corteva Agriscience Ltd.



Dr. Ajit Kumar

Vice President - Technical & Development,
SWAL Corporation Ltd.



Mr. Mayank Singhal

Managing Director & CEO
PI Industries Ltd.



Mr. N. C. Rane

Chief Operating Officer – GLOBAL II
Indofil Industries Ltd.



Mr. Sanjiv Lal

Managing Director & CEO
Rallis India Limited



Mr. Chetan Shah

Managing Director
Excel Crop Care Limited

Our Associate Members



Mrs. Lakshmi Narayanan

Wholetime Director
T.Stanes & Company Ltd.



Mr. Ankur Aggarwal

Managing Director
Crystal Crop Protection Limited



Dr. Sajal Kumar Biswas

Director (Business Development)
Nisso Chemical India LLP



Shri R. G. Agarwal

Group Chairman
Dhanuka Agritech Limited



CROPLIFE INDIA SECRETARIAT

The CropLife India Secretariat is led by a dedicated team of professionals, who play an important role in engaging with diverse stakeholders. Domain experts in the fields of regulatory Affairs, Anti-Counterfeiting, Stewardship, Communications and Accounts & Administration; hold the mantle of CropLife India. The association has committees for various departments, which are represented by member companies' experts, guiding in various approach. The different committees meet at regular intervals to carry out focused programs, projects and engagements, to take forward the association's strategic objectives along with its vision and mission. The functional heads at the secretariat ensures that the strategic initiatives are implemented at various levels throughout the year.



Brij Uberoi
Till April 2019
Chief Executive Officer



Asitava Sen
April 2019 onwards
Chief Executive Officer



Anjana Sundriyal
Head - Accounts, Compliance
and Human Resources



Sony Mamgai
Manager - Anti-Counterfeit



Joydeep Chakraborty
Head - Communications



Tanu Sethi
Associate - Regulatory Affairs



Atimanav Gaur
Head-Product Stewardship

COMMITTEES

REGULATORY

NAME	COMPANY		
Kishor Nahar	Bayer CropScience Ltd	Meghana Godbole	Isagro Asia Agrochemicals Pvt Ltd
Rajesh Dhawan	Syngenta India Limited	Suresh, PJ Deepak Prem	Monsanto India Ltd
Yogesh Kumar	FMC India Pvt Ltd.	Vijay Jha Narasimha Murthy	Rallis India Ltd
Rajeev Pant	Corteva Agriscience Ltd.	Amitava Sanyal Nitika Aggarwal	Sumitomo Chemical India Pvt Ltd
Ambesh Dubey Arpita Roy	ADAMA India Pvt Ltd.	Ajit Kumar Anand Jha	Swal Corporation Ltd
Anirban Gangopadhyay Siddharth Singh	BASF India Ltd.	Shekhar Varshney Manish Jain	Syngenta India Limited
Manoj Lingeri Neha Sawant Shiv Mani Pathak	Bayer CropScience Ltd.	SM Ahsan Pratul Bhamare	PI Industries Ltd.
Yogesh Kumar Savita Prithiviraj Chirag Patel Deepa Batra	FMC India Pvt Ltd.	Sajal Biswas	Nisso Chemical India
Sandeep Narwal Abraham Mathew	Corteva Agriscience Ltd.	Lakshmi Narayan	T-Stanes & Company Ltd
Arun Dhuri	Excel CropCare Ltd.	O.P Singh Ranjesh K. Singh	Dhanuka Agritech Ltd.
Prajwal P. Nalavade Yatin Mokal	Indofil Industries Ltd.	Sushil Mishra	Crystal Crop Care Ltd.

STEWARDSHIP

NAME	COMPANY		
Rajavelu NK Arpita Roy Ambesh Dubey	ADAMA India Ltd.	M.C. Ranganatha N K Sangareddy	Indofil Industries Ltd.
Gunjan Bisht Mehta Vivek Sharma	BASF India Ltd.	Meghana Godbole	Isagro (Asia) Agrochemical Pvt. Ltd.
Sushil Desai Rakesh Kenjale	Bayer CropScience Ltd.	P Sudhir P J Suresh	Monsanto India Ltd.
Shabnam Hussain	Corteva AgriScience Ltd.	S Mallikarjunappa Hemant Wabhale	Rallis India Ltd.
C. S. Shukla	Crystal Crop Protection	Amitav Sanyal Nitika Aggarwal	Sumitomo Chemical India Pvt. Ltd.
O. P. Singh	Dhanuka Agritech	Chidambar Phadinis	Syngenta India Ltd.
Prashant Agrekar Anil Kakkar	Excel Crop Care Ltd.	Ravi Hegde	SWAL Corporation Ltd.
Raju Kapoor Varun Goel	FMC India Ltd.	Rajiv Rathod	PI Industries Ltd.

ANTI-COUNTERFEITING

NAME	COMPANY
Anil Kakkar	Excel Crop Care Ltd.
Ashraf Ali	Bayer CropScience Ltd.
Bakul Joshi	FMC India Pvt. Ltd.
Abhigyan Rao	Corteva Agri Science
Chirag Patel	FMC India Pvt Ltd.
S Nagarajan Vijay Jha	Rallis India Ltd.
Rajavelu NK Ambesh Dubey Arpita Roy D. Srinivas Rao	Adama India Ltd.
Chinmoy Bhattacharya Meghana Godbole	Isagro Asia Agrochemicals Pvt. Ltd.
Gunjan Bisht Mehta Vivek Sharma Praveen Kumar	BASF India Ltd.
Anil Thakare	Indofil Industries Ltd.
Amitava Sanyal	Sumitomo Chemical India Pvt Ltd.
Ravi Hegde	Swal Corporation Ltd.
Sanjoli Bhatt	Syngenta India Ltd.
Mr. Harpal Singh	Crystal Crop Care Ltd.
Rajesh Sahni	Dhanuka Agritech Ltd.
Subramaniam Iyer	Sumitomo India Ltd

ADVOCACY & COMMUNICATIONS

NAME	COMPANY
Dr. K C Ravi	Syngenta India Ltd.
Rajvir Rathi	Bayer CropScience Ltd.
Javed Rahmatullah	Syngenta India Ltd.
Amitava Sanyal	Sumitomo Chemical India Pvt. Ltd.
Gurkirpal Singh Walia	BASF India Ltd.
Saswati Panigrahi	Bayer CropScience Ltd.
Vedika Kapoor	Corteva Agriscience Ltd.
Himanshu Barsainya	Crystal Crop Care Ltd.
Brij Uberoi	ADAMA India Pvt Ltd.
Raju Kapoor	FMC India Ltd.
Dinkar Joshi	PI Industries Ltd.
Ashok Mahajan	Dhanuka Agritech Ltd.
Amar Chandrani	Indofil Industries Ltd.



STATE AFFAIRS

NAME	COMPANY
K.S. Narayanan	Syngenta India Ltd
Vivek Sharma	BASF India Ltd
Vedika Kapoor	CortevaAgriScience
Soumitra Purkayastha	FMC India Ltd
G.K. Venugopal	PI Industries
Mahesh Khambete	Indofil Industries Ltd
Sachin Mittal	Crystal Crop Protection Ltd
Rajvir Rathi	Bayer Crop Science Ltd
Manish Warudkar	Rallis India Limited
Rajesh Sahni	Dhanuka Agritech Ltd.
H. N. Airi	Sumitomo India Ltd

LEGAL AFFAIRS

NAME	COMPANY
TarunBhalla	Syngenta India Ltd
Girish Rao	BASF India Ltd
PhaniGoruganthu	CortevaAgriScience
Lalit Tiwari	ADAMA India Pvt Ltd
NileshLimaye	FMC India Ltd
Gaurav Arora	PI Industries
Poovanan Krishnamurthy	Indofil Industries Ltd
Dinesh Gupta	Crystal Crop Protection Ltd
Sachin Desai	Bayer Crop Science Ltd
Rajesh Sahni	Dhanuka Agritech Ltd.
Subramaniam Iyer	Sumitomo India Ltd

BANKERS

Central Bank of India (GEN & FCRA)
Ashoka Hotel Branch, Chanakyapuri
New Delhi-110021

Punjab National Bank (Petty Cash)
Bhikaji Cama Place
New Delhi - 110066

AUDITORS

M/s Gupta S Narain & Co.
Chartered Accountants
21-A, GH-10, Sunder Apartments
Paschim Vihar, New Delhi -110087
Ph: 011-25281715

COMPANY SECRETARIES

Shiv Hari Jalan & Company (C.S.)
1055, Level 10, Hubtown Solaris
N.S. Phadke Marg, Andheri East
Mumbai – 400069
Ph: 022-22075834, 22075835
E-mail: shivharijalancs@gmail.com

CHARTERED ACCOUNTANTS

Avinash Payal & Associates (C.A.)
101, Surya Complex
21, Veer Savarkar Block Shakarpur
Delhi – 110092
Ph: 011-45098764
E:mail: apa.cafirm@gmail.com

REGISTERED OFFICE

226-228, Ansal Chamber – II
6, Bhikaji Cama Place
New Delhi – 110 066.
Phone: 011- 26187356 / 2618 6296
Telefax: 011-26196681
E-mail: ceo@croplifeindia.org
anjana.sundriyal@croplifeindia.org

BOARD MEETINGS:

The Board of Directors met **Four times** during the year 2018-2019 to discuss key issues confronting the industry and other agenda items.

DIRECTORS:

Terms of all the Directors expired at the time of 38th Annual General Meeting which was held on 14th September 2018, New Delhi. The following were appointed post elections:-

- Mr. Sarjiwan Manhas was elected as Chairman.
- Dr. Suresh Ramachandran was elected as Vice Chairman.
- Dr. Narahari Pullaiah was elected as Second Vice Chairman.

During the 300th Board Meeting, held on 28th January 2019, the following were appointed :-

- Mr. Rajendra Velagala as Chairman.
- Dr. K. C. Ravi as Vice Chairman.
- Mr. Srinath Bala as Second Vice Chairman.



REGULATORY AFFAIRS & EVENTS

CropLife India Regulatory Affairs Committee is engaged in promoting scientific approach in pesticide Regulation and Registration in India. The Regulatory Affairs Group (RAG) has always mooted to adopt International Best Agricultural practices and policies that had helped and improved Farmers life.

The snapshot of CropLife India Regulatory efforts are:

1. Process & Policy Recommendations for Faster Registrations (E & Y Report): Comprehensive E&Y report on “Pesticide Registration in India: Process & Policy Recommendation” for faster registration process was prepared in 2016 with the input and research done by CropLife India Technical Team. This report was presented to the Honorable Union Minister of Agriculture & other Government senior officials from Department of Agriculture and Cooperation (DAC), Central Insecticide Board and Registration Committee (CIB & RC) in September 2016. The Report consists of comprehensive recommendations on Strategic/Policy Initiatives, Guideline Improvements and Process improvements for faster introduction of new molecule (for the first time in the country) and to bring in more transparency in the registration process. Extensive efforts are being made to incorporate its recommendations via Dr. Mashelkar Committee.

In 2017, Dr Balaram Committee was formed to review the functioning of Regulatory Authority in India i.e. Central Insecticide Board and Registration Committee (CIB&RC). CropLife India had made presentation to the Committee and submitted its perspectives along E&Y Report to the Committee.

2. Best International Practices: CropLife India is actively engaged with Government of India to promote and implement BEST INTERNATIONAL PRACTICES for sustainable agriculture, environment safety and Farmers welfare. The harmonization and implementation of the following practices are under progress in India, viz.

2.1: Crop Grouping concept of residue data generation and setting of MRL levels: The Codex Alimentarius (CODEX) established Crop Grouping practice aims at uniting crops into a group or subgroup (commodities) to facilitate scientific use of pesticides in many crops. Continuous efforts are being made to promote and integrate the grouping concept in Indian Context by following necessary guidelines from CODEX classification of Food Commodities and Food Safety & Standard Authority of India (FSSAI).

In 407th Registration Committee (RC) Meeting, final Document on “Implementation of Crop Grouping principles for purpose of label expansion” was published on 14th August 2019. This practice will facilitate the sustainable scheme to promote more label extension of chemical

control solution on minor crops, enhance agricultural production, commodities trade with established Maximum Residue Levels (MRL's) and will discourage off-label usage of pesticides.

CropLife India has congratulated the Committee for their scientific endeavour in the Policy document and introducing International practice in India.

2.2: Regulations for Minor change in formulation: CropLife India has made uninterrupted efforts to expedite the implementation of Minor change guidelines in India which is implemented in many countries. CropLife International Experts, Dr Roland Born and Jean Phillip Bascou made the presentation on "Minor Change in Formulation of Pesticide" on 16th January 2018 to the Registration Committee (RC) and on 5th October 2018 CropLife India RAG Members presented to the Expert Committee. The presentation was well received and Committee is working to expedite its implementation in India. This Policy will help to introduce improved formulations of existing crop protection products used by farmers in India.

3. Strategic Regulatory Review and Planning (SRRP-2019 -2021) The SRRP Meeting organized by CropLife Asia was held on April 23-25 2019 at Yangon, Myanmar. The Annual Meeting was focused on the Changing Regulatory Landscape across Asian countries and to delve upon the upcoming challenges in Agriculture practices that will affect farmer's esp. small holding farmers. The adoption of advancement in Agriculture mechanization, drone technology and upcoming Artificial intelligence model in this sector, etc. were the topics deliberated.



Dr. Ye Tin Tun, DG, DOA, Myanmar and Director of PPD were present as special invitee and shared the rising challenges in Agriculture Policies in Myanmar. The officials from Department of Agriculture shared that the regulators are focused on bringing safe and advance formulations in their country and are supporting various Agriculture development programs through ASEAN **Harmonization initiative**. All countries made their regional presentation. Mr Rajesh Dhawan presented India's overview on Regulatory policies and Best International practices.

4. Collaborations with Crop Protection Industry Associations: CropLife India has collaborated with other Industry Associations viz. Crop Care Federation of India (CCFI), Crop Care Chemicals Manufacturers Association, Association of Pesticides Manufacturers, Confederation of All India Small & Medium Pesticides (CAPMA) and other organization on common Regulatory and Policy issues of Agriculture sector in India.

4.1 Joint Association meeting of CCFI and CropLife India was held on 3rd July 2019 at CLI Office, Delhi. The meeting was focussed on key regulatory issues those were affecting crop Protection Industry. The meeting was an initiative of the respective Chairman's for a good cause.



4.2 Joint Association Meeting : CAPMA, CCFI, APMA and CropLife India was held on 28th August 2019 at Guntur. The meeting was held to discuss the common issues of Crop Protection Industry in Andhra Pradesh.



5. Confidential Business Information: Regular efforts are underway to emphasise the importance of Confidential Business Information & Data protection at various platforms, to foster an investment scenario for introduction of novel chemistries / innovation on par with EU, US and other developed countries.

6. Regulations of Bio-stimulants in India : CropLife India welcomed and appreciated the steps taken by Ministry of Agriculture-ICAR to regulate products such as Biostimulants and establish guidelines for registration of Bio-stimulant products. CropLife India Regulatory Affairs Group actively participated in the meetings of the Sub- Committee and provided views in-line with global

CropLife India's participation in "Awareness training cum workshop for Extension Officers and Farmers on Modern Technology of Maize Cultivation and Integrated Management of Fall armyworm (FAW)"

One day training-cum-workshop for Extension Officers and Farmers on Modern Technology of Maize Cultivation and Integrated Management of Fall armyworm (FAW) was organised by Department of Agriculture, Govt. of West Bengal on 22nd August 2019 at Balurghat, Uttar Dinajpur, WB.

The event was graced by the august presence of Dr Ashish Kumar Banerjee, Hon'ble MIC, Agriculture, WB; **Mr. Pradip K. Mazumdar**, Advisor to Hon'ble CM, Agriculture & Allied Sectors, Govt of WB; **Mr. Pranab Jyoti Pondit**, Addl. Director of Agriculture, NBR; **Mr. P. Hans**, Special Secretary, Dept. of Agriculture; **Dr. Chiratan Chattopadhyay**, VC, UBKV; **Dr. Sujoy Rakshit**, Director, IIMR; **Mr. Ranjan Kr. Das**, Joint Director of Agriculture, (PP&QC) WB and Experts from CropLife India, FSII, ATGC Biotech were present in the one day event.



Review Meeting of Neonicotinoid Project in Nagaland

The Review Meeting of Neonicotinoid Project was held at School for Agricultural Sciences and Rural Development, Nagaland during 8-9 March 2019. The meeting was chaired by Dr. P. K. Chakrabarty, ADG (PP &BS) and Project Coordinator-AICRP and attended by PIs, Co-PIs from the participating centres and representatives from CropLife India delegation.

CropLife Pollinators Experts, Dr. Helen from Syngenta; Dr. Silvia from Sumitomo and Dr. Vasant Patil from CropLife Asia made presentations on Global Scenario of Neonicotinoids in Europe, America and Asia. The Project Investigators from different centres elaborated on the various studies/trials conducted on NNI- Products on Mustard and Cotton crops. Residue Studies conducted by PIs were deliberated upon during the course of the meeting. An Interaction session was held after the presentations to discuss the way forward for the next season trials and to compile the studies done until now.



International Conference on Endocrine-Disrupting Chemicals (EDCs)

CropLife India and its member companies participated in the **International Conference on Endocrine-Disrupting Chemicals (EDCs): Past Experiences, Present Scenario and Future Approaches**; organized by ICMR-National Institute of Nutrition(Indian Council of Medical Research) and Department of Health Research, Min. of Health & Family Welfare, Govt. of India in Hyderabad.

The conference was inaugurated by **Mr. P. Raghavendra Rao, Secretary, Department of Chemicals and Petrochemicals, Government of India**. Mr. Rao shared that it is the need of the hour to define and scientifically classify the compound materials that has Endocrine Disrupting potential.

Vice President, Shri Venkaiah Naidu was present at the valedictory session and called upon on scientists, policy makers and planners to adopt new strategies to improve quality of life of people. He even emphasized to promote meaningful agriculture – nutrition interface, which would aid in food security of the country.

The conference was attended by **Dr. Peter Loke** from Syngenta, **Dr. V. Pillay**, a medical Professional from India and **Dr. Lee**, Endocrinologist from National University of Singapore, Officials from CropLife Asia, among others, participated and contributed to the scientific recommendations of the workshop.



RECOMMENDATIONS

1. There is a need to regulate EDCs for the protection of public health and environmental contamination.
2. The available environmental impact of EDCs in India is not systematic and further the monitoring data on the same to substantiate their effects on public health is also limited. Hence, it is recommended for the identification of a multi-disciplinary team comprising of Clinicians, chemists, toxicologists, molecular biologists and social scientists to:
 - develop robust protocols with Standard Operating Procedures (SOPs).
 - target human and ecosystem health impacts- integrated studies.
 - develop and validate tailor made SOP/ methods keeping in view of the local scenarios.
3. Focus needs to be given on chemicals from agriculture, industrial, urban/peri-urban/rural sectors according priority for identification of EDCs.



STEWARDSHIP

Stewardship is one of the key pillars of CropLife India’s engagement towards creating awareness amongst the 7.3 million farming community for a sustainable development of Indian Agriculture.

Lack of required awareness and availability of Personal Protective Equipment (PPE) amongst smallholder farmers and spray operators has always raised a concern on the risk of unprotected exposure while handling and applying Crop Protection Products (CPPs).

CropLife India rolled out an extensive awareness drive for farmers on the importance and use of Personal Protective Equipment (PPE) and Responsible Use of Crop Protection Products.

CropLife India along with its member companies, under this initiative, will amplify the effort to reach out to farmers and their families to raise awareness on the safe handling and responsible use of CPPs and focusing on the proper use of PPE. The project is located in three states of India, viz. Punjab, Maharashtra and Andhra Pradesh.



It is proposed to have a direct outreach to over 4.5 lac farmers including agriculture labour connected with spraying operations.



Punjab



Andhra Pradesh



Maharashtra

Project States	Andhra Pradesh		Maharashtra		Punjab	
Project Districts	GUNTUR	Dow-DuPont	NASIK	SYNGENTA	SANGRUR	Dow-DuPont
	EAST GODAVARI	RALLIS	PUNE	BAYER	MUKTSAR	EXCEL
	WEST GODAVARI	ADAMA	AURANGABAD	BASF	FAZILKA	ISAGRO
	KURNOOL	SUMITOMO	AHMEDNAGAR	INDOFIL	MANSA	BAYER
	PRAKASHAM	INDOFIL	SANGLI	FMC	BHATINDA	SYNGENTA



Glimpses of PPE Project Events in Maharashtra, Punjab and Andhra Pradesh



Personal Protection Equipment (PPE) Project

CropLife India, with support from CropLife International, implemented the PPE project in 3 States of India (Punjab, Maharashtra and Andhra Pradesh). CropLife India, working with an NGO, EFFORT, along with its member companies, raised farmer awareness on key aspects of Responsible use, including reading product labels, adopting correct spray techniques, and promoting availability and use of Personal Protection Equipment (PPE). Project targets reaching 150,000 farmers per year and ensuring the availability of PPE kits at retailer shops for sale to farmers and thereafter its use while handling and spraying Agrochemicals products. The project address existing gap in farmer understanding of the need to wear PPE and lack of easy availability appropriate PPEs.

Project outreach activities being implemented across three States include-

- a. **Farmer meetings-** Meetings in village, focussed specially on farmers in small groups (50-60 farmers) are organized, before the spraying season, with the help of posters, banners etc. Live demonstrations on how to use PPE kits, proper spray methods and sprayer maintenance is demonstrated to the farmers in these meetings, while generating awareness on understanding product labels and proper handling of agro-chemical products.
- b. **Farmer awareness campaigns-** In addition to above mentioned farmer meetings, large farmer gathering (400-500 farmers) is conducted to make them aware of project objectives on Safe and Responsible use of agro-chemical products.
- c. **Spray operator training-** This is a focussed approach directly targeting the end user. CropLife India organizes gathering of around 20-30 spray men / farmers/contract labour engaged in spray activities and impart training during the season.
- d. **Loudspeaker campaigns/Rallies-** The use of loudspeakers on mobile vans, while delivering project messages has long been lauded. These vans loaded with Project posters, a dummy wearing PPE kits and a running sound system move through village streets and deliver messages, thus generating awareness.
- e. **Cultural programs-** The cultural programs are conducted to deliver project messages in local language, using folk songs and dances, in order to enhance the acceptability and adoption of PPE and safe use practices. The objective is to reach out to farmer and its eco-system for acceptance of Safe use of Agrochemical products.
- f. **School campaigns -** This is an indirect but very effective approach of reaching out to farmer families. Customized and simple messages are delivered through fun tools such as quizzes, games etc. to school children of class 8-10 standard.

- g. **Retailer awareness** - Retailer engagement is mainly done through regular visits to retailer outlets, conducting live PPE demonstrations at retailer outlets, putting up posters and other information material at shops, structured retailer trainings inviting 40-50 retailers at one place and inviting retailers in farmer meetings.
- h. **Government meetings**- Government engagement and endorsement by Government forms an integral part of the project. Govt. officials from State agricultural department are invited to all village level farmer meetings and retailer trainings. Project team visits the higher-level officials in the State to apprise him of project achievements, with prior appointments.
- i. **Media engagement**- CropLife India reaches out to the local media for propagating our project events, which helps in amplifying our outreach.

Number of People trained per State:

1. Farmers (including farmers' wives)	128,781
2. Spray Service Providers	2,164
3. Trainer of trainers	58
4. Dealers/retailers	529
5. Governmental officers/customs/law enforcement	163
6. Students	4,276
Total	135,971

Number of PPE kits sold or distribute by member companies:

Industry	PPE kits sold/distributed in 3 States		
	Sold	Distributed	Total
Total	30,365	29,995	60,360



Project achievements include

- Trained more than 1,35,000 farming community till date on various aspects of Responsible use of Agrochemicals and sensitized farming community of safe and correct use of Agrochemicals products
- Trained more than 500 retailers for stocking and selling PPE kits. Impacted atleast 70 retailers, who are now stocking and selling PPE kits to farmers
- Developed more than 20 Trained manpower and 150 village safety ambassadors for further spreading safety and stewardship messages across locations in 3 States
- Sold more than 30,000 PPE kits through Project and member Company's efforts
- Provided support to build supply chain for PPE kits. (There was 1 PPE vendor at the start of the project. After 18 months of the project implementation, we now have 5 PPE suppliers/vendors ready to supply PPE kits). In addition, newer approaches such as involving Farmer Producer Organizations (FPOs) in PPE supply chain was very successful in Andhra Pradesh.
- Developed new and innovative approaches to conduct farmer trainings and to reach out to larger farming community. These approaches included organizing informal cultural camps and delivering project messages in local dialects, setting up kiosks right in villages to relay messages and sell PPE kits, using village level organizations such as FPOs and Aanganwadi (women Self-help groups)

Project learning included -

- There is a need to develop business model for retailers, to further enable them to stock and sell higher numbers of PPE kits
- Need to study farmer behavior pattern in order to impact their behavior change for adopting PPE kits for their spray operations
- There is a need to standardize PPE kits quality and bring down cost of PPEs.

Regional Stewardship meeting in India

CropLife Asia Stewardship meeting was held on 28-29 May, 2019 in New Delhi with an aim for enhancing partnerships to ensure farmers safety, integrity of food value chain and sustain environmental protection. The meeting was attended by CropLife Association members from all over the Asian countries and subject matter experts from India. AsitavaSen, CEO, CropLife India; David Penna, Asia Stewardship Leadership Team Chair; Andrew Ward Director, CropLife International and Siang Hee Tan, Executive Director, CropLife Asia; led the meeting with focus on Responsible use and Safety from our everyday life and leverage the experiences from other countries.

Panel discussions were organized on three important topics viz. Partnerships and New Technologies including value chain partnerships and Drone technology; Fall Armyworm (FAW) Management; and Stewardship, Regulatory and Policy landscape. Expert presentations included topics like "Farmer safety and training medical doctors", "Best Practices sharing in driving Stewardship in Industry" and Medical Stewardship for managing exposure related incidents. Breakout sessions stimulated greater participation and included key areas such as "Responsible use of Products, what we do differently and sharing practices across regions, Ideas on Partnership strategies, Container Management strategies.



Key Learnings were -

- Using digital tools for promoting stewardship, use of mass media and social media to reach out to larger number of farmers and retailers was also stressed.
- New partnerships for managing Container Management, partnership with plastic industry, advocacy around Triple rinsing etc.
- Partnership with food companies and value chain
- CropLife India to play leadership role in promoting Drone technology
- Promote community health education in Agriculture to promote medical stewardship
- Enhanced advocacy on pesticide related exposure and incidents
- Campaigning for mandatory training and certification for retailers.
- Focused training to farmers- Tracking farmer behaviour, training to spray service providers, involving farm families, better understanding of PPEs, adopting community approach such as FPOs, advocacy for legislations on wearing PPEs while spraying pesticides, partnerships with Govt.

IRAC India Workshop on Insect Resistance Management, 4-5 February 2019, New Delhi

IRAC India Workshop in collaboration with IRAC International and IRAC Asia was held during 4th and 5th February, 2019, in New Delhi.

About 50 participants from CropLife member companies, from R&D, Marketing, Regulatory, Stewardship, Corporate affairs. Invited Government officials, Scientists, trade representatives and farmer's participants participated in workshop.

Russell Slater, Chairperson, IRAC International, presented structure, vision, mission and objective of IRAC International, while sharing the three major areas of functioning viz. Crop Protection, Plant Biotechnology and Public Health. Anil Kakkar, Chairman, Stewardship Team and Lead Resistance Management, CropLife India, shared few ideas and his expectations from IRAC India for consideration. The 2019 Strategy and Vision for IRAC India was deliberated and worked upon.

For further information, please contact on stewardship@croplifeindia.org



ANTI-COUNTERFEITING

Roundtable Meeting on Supporting Farmers with Quality Crop Protection Products: Challenges and Opportunities, 15 February 2019, New Delhi

To discuss the various challenges, opportunities and encouraging quality crop protection products and the way forward, FICCI with the support of Department of Chemicals & Petrochemicals and Department of Agriculture, Cooperation & Farmers Welfare, Govt. of India organized a Roundtable Meeting on Supporting Farmers with Quality Crop Protection Products.

Special efforts had been made by CropLife India Member Co's along with other Industry bodies to collate the information and brought more than 400 samples, so that at very large extent of Genuine packaging of Co's products and also the look-a-like Counterfeit products could be displayed at the Seminar on 15th Feb. 2019 in full view of the Authorities and the Media; hence requesting, adequate and appropriate actions can be proposed by the Authorities on such perpetrators.

The event was well attended by Key Government officials including the following:

1. **Dr. Ashok Dalwai, IAS, Secretary & CEO, NRAA**, Department of Agriculture, Cooperation & Farmer's Welfare, Ministry of Agriculture and Farmer's Welfare, Government of India
2. **Dr. S. K. Malhotra, Agriculture Commissioner**, Department of Agriculture & Farmer's Welfare
3. **Dr. S. K. Khurana, Secretary, CIB&RC**
4. **Mr. P. Raghavendra Rao, IAS, Secretary**, Chemicals & Petrochemicals, Dept. of Chemicals & Petrochemicals

Along with the Key Govt. officials, **Dr. D'Arcy Quinn, Director – Anti counterfeit, CropLife International** & **Dr. David Penna, Asia Pacific Stewardship Lead, FMC Corporation** shared their Global experiences & imperatives for India.



CropLife Asia Annual Regional Anti-Counterfeit Meeting, 30-31 May 2019, New Delhi

CropLife Asia conducted a regional meeting on Anti-Counterfeit (ACF) activities being done across Asia, in India. Apart from the annual review of the activities, the objective was to leverage the learnings from each country and apply the change with customization, in India. One of the roadmap assigned to the ACF activities of India was to focus on 'Encourage Law Enforcement Cooperation'.

In order to initiate dialogue with key influencers, Panel Discussion was organized involving Government authorities and likeminded organizations. This would enforce the Government and Industry collaboration against Counterfeit/Substandard and Spurious agro-chemicals in India.

The Panel discussion was attended by -

- Mr. Anuj Sharma, Assistant Commissioner of Customs, Delhi Zone
- Mr. Vimal, Custom Official
- Ms. Komal Kalha, Senior Legal Counsel, United States Patent and Trademark Office (USPTO)
- Mr. Kishore Jaiswal, President, SWARD, Farmer Association

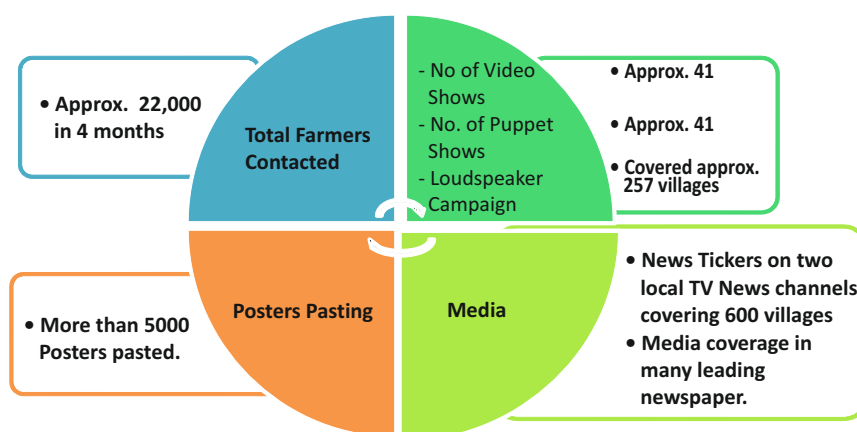


CropLife India's Anti-Counterfeit Awareness Campaign, Gujarat "Jaagrut Khedut, Samruddh Khedut" Bharuch & Vadodara Districts of Gujarat

CropLife India conducted Anti-counterfeit mass awareness campaign titled "Jaagrut Khedut –Samruddh Khedut" in Four Talukas (Karjan, Amod, Padara & Bharuch) of Bharuch & Vadodara Districts of Gujarat for four months, covering approx. 175 villages to educate farmers and create awareness that spurious/illegal product must not be used despite compelling prices at which it may be suffered.

Project Inaugural Event held on 11th March 2019 at Sarbhan Village, Bharuch District, Gujarat and well published in local newspapers and Broadcasted in Local News Channel 'In Bharuch'.

- The project accomplished nicely by running the activities such as training, Video Shows, Collateral flyers (handbills), Slogan stickers/ Posters on wall, Loud Speaker campaign, Workshop with Dealers/ Retailers, 'Krishi Mahotsava' & Media outreach.
- News Tickers were playing an important role in disseminating the ACF Messages by broadcasting in two local news channels 'In Bharuch' & 'Narmada' that have network of more than 600 villages.
- In this campaign, Puppetry (in Bhavai Language), was one of the eye-catching and effective medium to garner attention and spread mass awareness. The Puppet shows was well received amongst the target audience.
- CropLife India got an opportunity to participate in "Krishi Mahotsav" in three District of Gujarat with the help of Agriculture Department, Govt of Gujarat. The CropLife India Stall was well appreciated and visited by more than 13,000 Farmers along with Key Gujarat Govt officials and Dealers.
- Reached out to more than 2,00,000 indirect Farmers during the Four Month campaign thru various activities and received momentous response from the stakeholders. Recommended to continue this project in other areas of Gujarat.



Pesticides Dealers' Workshop, Bharuch District, Gujarat, 21st May 2019

The First 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 Vijay Sinh 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.



Pesticides Dealers' Workshop, Vadodara District, Gujarat, 25th June 2019

The Second Dealers' Workshop under CropLife India Anti-Counterfeit Mass Awareness Campaign, "Jagrut Khedut, Samruddh Khedut" was held on 25th June 2019 at APMC, Karjan Taluka, Vadodara District, 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. Puppet show, incorporating the key messages was part of the event. Media was used for amplification in leading News Channels and Papers.



Policy Advocacy with Regulators & Enforcement Agencies in Key States and Centre

CropLife India has been involved in direct outreach for Policy Advocacy with key regulators, across the States of India. The objective achieved is to increase the momentum of anti-counterfeit actions in the State, support to deal the menace of Bioproducts laced with chemicals and to mark the presence of their officers in the CropLife India Campaigns and trainings.

Following are the Govt. / Customs Meetings conducted till date:

- 1) Meeting with ADG (PP), Director, ICAR on 9th January 2019 at Krishi Bhawan, New Delhi
- 2) Meeting with ATC (Agricultural Training Centre) and SAMETI (State Agricultural Management and Extension Institute), Govt. of WB at SAMETI office, Narendrapur, Kolkata on 10th January, 2019 and a follow-up meeting held on 15th July 2019.
- 3) Meeting with Additional Director & Deputy Director, Department of Revenue Intelligence (DRI), IP Estate, New Delhi on 14th February 2019
- 4) Meeting with Agriculture Commissioner, Ministry of Agriculture & Farmers Welfare, Govt of India, on 14th February 2019, Krishi Bhawan, New Delhi.
- 5) Meeting with Dr. S. K. Airi, Director Agriculture, Govt of Punjab at Mohali.
- 6) Mr. K. S. Pannu, IAS, Secretary Agriculture & Chairman PPCB, Govt of Punjab at Civil Sectt. Chandigarh, Punjab on 23rd April 2019.
- 7) Meeting with Mr. O. P. Dadhich, Chief Commissioner of Customs, Delhi Zone, on 28th May 2019, New Customs House, Near IGIA Cargo Complex, New Delhi.
- 8) Meeting with Joint Secretary (Plant Protection) to discuss the issues of Spurious/Counterfeit Pesticides, on 05th Sept. 2019, Krishi Bhawan, New Delhi.



REACT Seminars for Training of Customs Department Kolkata, 29th January 2019 and New Delhi, 18th April 2019

REACT is a not-for-profit organization with over 29 years' experience in fighting counterfeit trade, across the globe. REACT conducts trainings for the Customs' Department and CropLife India has been associated for providing expert knowledge of detecting counterfeit agro-chemical products.

CropLife India participated in two programs, held in Kolkata and New Delhi respectively, wherein approx. 55 officials attended each programme and Live demonstration of FTIR Technology was performed. These seminars witnessed the presence of multiple brand custodians across category of goods, other than agro-chemicals.

CropLife has been associated across the globe with REACT and in India, is the only agro-chemical association which provides inputs on detection of counterfeit agro-chemical products.



CropLife India's Participation in FICCI CASCADE Roundtable on 'Developing Strategic Actions against Smuggling & Counterfeiting: FICCI CASCADE Stakeholder Consultation with Delhi Police on 28th Feb. 2019 at FICCI.

Mr Deep Chand, IPS, Advisor, FICCI CASCADE, Mr Harmohan Chauhan, Asst Commissioner of Police, Delhi Police, Mr Suvashish Chaudhary, IPS, Addl Commissioner of Police were present and shared the Magnitude of the problem, Drivers of Counterfeit & Smuggling, Challenges on enforcement etc. and also said that 'Police is the primary law enforcement agency to ensure & enforce the protection of rights of consumers'.

Though penal changes have to be made but suggested 'Awareness' which is most important for the consumers & Police and they are ready to collaborate with us for such kind of programs.



Inclusion of CropLife India's Anti-Counterfeit Module in DAESI Diploma Course for Input Dealers

A significant step was achieved towards Dealers' Awareness, as CropLife India's Anti-Counterfeit Module was included in the curriculum of Diploma for Agriculture Extension Services for Input Dealers (DAESI) Course managed by SAMETI, Government of West Bengal, India.



A One Day Awareness Campaign / Training on Anti-counterfeit and Safe & Judicious Use of Crop Protection Products held on 12th September 2019, across West Bengal

A unique collaborative approach to tackle the menace of counterfeit and illegal Pesticides by creating awareness amongst the dealers was conducted in the form of Workshop on 12th Sept. 2019 across NTIs Centers of West Bengal.

The awareness program was organized by CropLife India jointly with Agriculture Department and State Agricultural Management and Extension Training Institute (SAMETI) Government of West Bengal across 20 Krishi Vigyan Kendra (KVK), Agriculture Training Centres (ATC), SCTC and University in the mid-Kharif season, when agri-input dealers and farmers are maximally associated with different agro-chemicals.

Besides Key dignitaries such as Shri Swami Sarvalokanand, Secretary, RKM; Mr PK Majumdar, Adviser to Hon'ble CM in Agri & Allied Sectors; JDAs, DDA, ADAs, DAOs etc, more than 1600 Dealers participated in the event.

The workshop was very successful and there was an active participation from the audience.

Quiz contest and Poster making activities were conducted during the workshop.

Issue of Counterfeit crop protection was addressed and dealers were made aware about the work going on for the control of such activities. At the end of the event prizes were distributed for Quiz and Poster making competition.

The event was broadcasted in All India Radio across West Bengal and published in leading News Papers.



Media Monitoring and Enforcement

To drive enforcement and prosecution: Every year Member Companies conduct 300+ raids which includes seizures, cancel of licenses, registration of FIR etc.

These raids are mixture of raids conducted by Police as well as Agriculture Dept. To make it more impactful every action is captured by the media.



ACF Annual Newsletter 2018

ACF NEWSLETTER 2018

COUNTERFEITING

COUNTERFEITS

Anti-Counterfeit just Accomplishment Highlights Pg. 7

Policy Advocacy with Regulators & Enforcement Agencies Pg. 12

Reactive steps by stakeholders to counter the menace of counterfeit. Pg. 7

Keynote from Agriculture Commissioner

I am happy to know that CropLife India is bringing out the 2018 Newsletter on Anti-counterfeit measures. Counterfeit and illegal pesticides are untested and unauthorised and therefore have serious implications to the farmers as well as food security.

Such illegal pesticides can result in yield losses to farmers and potentially poses risk to human health and environment. Though there are various reasons for the loss of crops but role of fake pesticides can not be ignored. There is need to analyse reasons for existence of such products in the market and condemn counterfeit pesticides otherwise farmers will lose faith in legitimate products. Bringing awareness to the farmers to judge the genuinity seems to be the best strategy in fighting the menace. Strong technology based authentication system needs adoption. National Anti-counterfeit activities should be undertaken after involving all stakeholders.

CropLife India deserves compliments for Anti-counterfeit move in the form of Newsletter.

Dr. S.K. Malhotra
Agriculture Commissioner
Ministry of Agriculture, Cooperation & Farmers Welfare
Govt. of India

Chairman's Voice

Indian farmers who are feeding the huge population deserve a big salute as "Annahata" and needs overwhelming support from stakeholders who are directly or indirectly linked with them.

Agriculture inputs including seeds, fertilizers and crop protection chemical are important part of enhancing productivity in the form of improved yields/Quality. However efforts are many times being undermined by illegal / fake / counterfeit products.

Crop Protection chemicals which is very important input, has been under pressure from illegal import which are not registered, fake/spurious/counterfeits which are being manufactured by unscrupulous manufacturers to gain short term profits thus harming the farmers productivity. There are many products which are used on different crops with label claims which undermine stewardship efforts across the country.

According to a report from the Indian Chamber of Commerce, the use of ineffectual, illegal products leads to the loss of 10.6 million tons of food per year. Meanwhile, exporters fear the use of illegal or non-approved products will threaten India's position as one of the world's leading food grain exporters - worth \$28 billion a year - due to traces of illegal products found on shipments.

In light of this, India's position as one of the leading food grain exporters in the world is also at risk. There is no denying that the damage through such products is multi-fold and the counterfeit pesticides pose a significant threat to various stakeholders, which include farmers; risk of health of consumers; reputation, export and economic damages for the Government; Loss of sales and reputation for the industry and risk to Environment.

The efforts towards raising awareness to differentiate genuine pesticides from fake ones at the time of purchase is the primary job of Industry and Government. The Government, however, has a higher responsibility of tackling the menace which is being gradually implemented but needs greater momentum to show good results compared to present situation wherein the perpetrators are functioning with impunity.

CropLife will like to work closely with Government and other stakeholders to spread awareness about these illegal/fake products and tackle this menace by strong enforcement efforts

Mr. Sarjivan 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 Ubersoi
CEO - Cro

Countering Counterfeits • ACF Newsletter • 2018

Upcoming Events

- CropLife India is planning to initiate the Pilot Projects with State Governments in building industry and Governmental coordination on ACF efforts in major Agricultural States, to sensitize on the proliferation of Counterfeit products and its impact on farm productivity and livelihoods of farmers and support on the drive against counterfeit and illegal pesticides.
- CropLife India has already received letter from State Dept. of Agriculture, Govt of Gujarat on supporting the campaign. The Mass awareness would cover about 175 villages across Gujarat State and sensitize by various activities.
- CropLife India is currently working towards the finer nuances of project built-up documents.
- A roundtable Meeting on "Counterfeit/Spurious Pesticides" has been planned in collaboration with FICCI with the support of Department of Chemicals & Petrochemical & Ministry of Agriculture & Farmers Welfare Govt. of India, which is scheduled on 15th February 2019 in New Delhi.
- CropLife India will soon initiate large scale farmers' awareness campaign on "Anti-Counterfeit and Responsible use of Crop Protection Products", in alliance with State Governments / India Council of Agricultural Research / Krishi Vigyan Kendra.
- CropLife India will continue meeting with critical states to raise the concerns & put efforts to conduct FTIR workshops with Customs/Regulators/State Govt. across India

ADDRESS :
CropLife India
226/228, Ansal Chambers II,
6, Bhikaji Cama Place, New Delhi-110066
Ph.: 011-40158418 | T/F: 011-26196681

www.croplifeindia.org | ceo@croplifeindia.org



ADVOCACY & COMMUNICATIONS

CropLife India- a strategic partner in progressive policy

In past few months, CropLife India has been invited to be part of the below prestigious agendas of the Indian Government –

- **CropLife India representation to Secretary, Department of Agriculture Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India**– CropLife India met all the senior members of the Ministry of Agriculture on 8th March 2019, namely –
 - ❖ Sh. Sanjay Agarwal – Secretary, Agriculture
 - ❖ Ms. Vasudha Mishra – Additional Secretary, Agriculture
 - ❖ Sh. Atish Chandra – Joint Secretary, Plant Protection
 - ❖ Sh. Rajesh Malik – Director, Plant Protection
 - ❖ Sh. Brijesh Tripathi – Assistant Director (Chemistry), Plant Protection

CropLife India was represented by Mr. Rajendra Velagala – Chairman; Dr. K. C. Ravi – Vice Chairman; Mr. Anil Kakkar – Excel CropCare; Rajvir Rathi, Head - Public Affairs & Sustainability, Bayer Crop Science Division and Mr. Joydeep Chakraborty. Dr. K. C. Ravi opened the meeting and expressed his gratitude to Sh. Agarwal for extending his time for CropLife India. Dr. Ravi introduced Mr. Rajendra Velagala as the newly elected Chairman of CropLife India.

Mr. Velagala elaborated on CropLife India and its pedagogy and its lineage with CropLife International and CropLife Asia. The activities conducted by CropLife India was shared in detail by Dr. Ravi. Deliberations on topics such as 'Grow Safe Food' campaign; Farmers & Applicators Safety; Fall Armyworm (FAW); Pesticide Management Bill; Report of Dr. Balaram Committee and Data Protection yielded in positive direction.

- **Prof. Ramesh Chand, Member NITI Aayog**, New Delhi; invited the agro-chemical industry for a discussion on '**Strategy for New India@75**' related to **Doubling Farmers Income** on 12th June 2019. CropLife India delegation attended the same along with various other agro-chemical associations and FICCI, while providing valuable inputs to augment the cause.
- CropLife India delegation met **Shri Parshottam Rupala, Minister of State for Agriculture and Farmers Welfare** at his residence, on 25th June 2019. CropLife India had written to the three Ministers in the Ministry of Agriculture and Farmers Welfare congratulating them on their appointments and seeking time for a courtesy call.

CropLife India delegation led by Dr. K.C. Ravi, Vice Chairman, CropLife India; Rajvir Rathi, Head - Public Affairs & Sustainability, Bayer Crop Science Division and Jawed Rahmatullah, Lead-Business Sustainability, Syngenta India met the Minister briefing about CropLife India, its membership and contribution to Indian agriculture. The delegation spoke about the various initiatives undertaken in the Stewardship, Anti-Counterfeit and Regulatory Committees. We shared about the R & D capabilities of the member companies and how we were bringing new technologies to the farmers for enhancing their productivity and income. Shri. Rupala appreciated our efforts and urged us to continue our endeavours.

- **A high-level Advisory Forum set up by the Department of Chemicals & Petrochemicals**, under the Chairmanship of Union Minister, for recommendations to meet domestic demand and boost exports for this sector.
- **Bureau of Indian Standards (BIS)**, National Standard Body of India, under the aegis of the **Ministry of Consumer Affairs**, Govt of India has constituted an expert panel to formulate Indian Standard on 'Integrated Pest Management - Code of Practice'. **CropLife India was invited as non-government member in this expert panel.**
- CropLife India has been invited to be a member of the **NIDHI Seed Support Management Committee (NIDHI-SSMC)**. The invitation has been tendered by **Indigram Labs Foundation**, which is amongst the 100 incubators in the country and the one in the state of Delhi as an Agri-Incubator & supported by Department of Science & Technology, Government of India. CropLife India will be playing an integral part as a member, i.e.
 - ❖ ensure the strategies agreed upon by members are implemented, monitored, and evaluated
 - ❖ selection of incubatees/startups for the Seed Fund Support under the NIDHI-Seed Support System
 - ❖ provide assistance to the Incubation centre in growing towards self-sustainability & guidance towards Agri, Food, Clean Tech & Health based initiatives, etc.
- CropLife spoke on **Augmenting Agriculture Competitiveness for Global Trade** at the 9th Agriculture Leadership Conclave 2019 organized by Agriculture Today Media Group



Report on CropLife India's Participation in Agrovision 2018, Nagpur, Maharashtra

Agrovision is organized under the able guidance of its **Chief Patron, Shri Nitin Gadkari**, Minister for Road Transport & Highways, Shipping and Water Resources, River Development & Ganga Rejuvenation, Government of India and Dr. C. D. Mayee, Chairman - Advisory Council, Agrovision. The Summit is supported by Ministry of Agriculture & Farmers Welfare, Government of India, Ministry of Food Processing Industries, Government of India and Govt. of Maharashtra. This event in India is almost attended by every farming entity being the largest Summit in Central India.

Agrovision 2018 was inaugurated in the august presence of **Shri Yogi Adityanath Chief Minister, Uttar Pradesh; Shri Devendra Fadnavis Chief Minister, Maharashtra;** Shri Radha Mohan Singh, Union Agriculture Minister; **Shri Nitin Gadkari, Minister for Road Transport & Highways**, Shipping and Water Resources, River Development & Ganga Rejuvenation and other important dignitaries.

CropLife India, participated in Agrovision for the Second time. In 2017, the participation was with the aid of member.



CropLife India's Participation in Krishi Kumbh 2019 at Motihari, Bihar

Krishi Kumbh is organized under the able guidance of its **Chief Patron, Shri Radha Mohan Singh, Union Minister of Agriculture & Farmers Welfare**, and **ICAR Research Complex for Eastern Region**. The Summit is supported by ICAR institutions, SAUs, CAUs, KVKs, Industries and line departments of various State Governments. This event in India is almost attended by every farming entity being the largest Summit in Bihar.

Shri Lalji Tandon, Bihar Governor and Shri Radha Mohan Singh, Union Agriculture Minister jointly inaugurated the three -day Krishi Kumbh in Motihari, Bihar. Present during the tenure of three days were Shri Sushil Kumar Modi, Deputy Chief Minister; Shri Ravi Shankar Prasad, Central Law and Justice Minister; Shri Pramod Kumar, Tourism Minister and other delegates from various organizations and ICAR. Shri Radha Mohan Singh Union Agriculture Minister, said that the country will be among the top three countries in the coming 10 years as the work is being done at great speed, by the current Government.



The closing ceremony of Krishi Kumbh 2019 was presided over by Shri Nitin Gadkari, Union Minister, Central Highway and Shipping. He announced several Highway projects from the platform and laid the foundation stone of Ramjanki Marg and announced the creation of a floating terminal at Gidak's Triveni Ghat to Betiya, Hajipur to the waterway and Dummariaghat.

CropLife India stall was divided in to three zones, showcasing Madhu Sandesh, PPE Project, Responsible Use of Crop Protection Products and Anti-Counterfeit Messages.

CropLife India's Participation in Krishi Vikas Sammelan and Mega Krishi Expo 2019 at Madhubani, Bihar

Krishi Vikas Sammelan and Mega Krishi Expo 2019 is organized under the aegis of SK Chowdhury Educational Trust and Krishi Vikas Kendra at Chanpura, Madhubani. The expo was inaugurated by **Member of Parliament Padmabhushan Shri Hukmdev Narayan Yadav**. Present on the occasion were **Mr. Ziaulhaq Akhondzada, Second Secretary, Embassy of Islamic Republic of Afghanistan in India; Dr. SK Singh, Vice Chancellor of Mithila Vishwa Vidyalaya; Dr V Chandrasekhar, Director General of Government of India;** amongst other dignitaries. The Summit is supported by ICAR institutions, KVKs, Industries and line departments of various State Governments.



17 delegates from countries were present during the event and who shared the agriculture scenario of their respective countries including impact on crops of climate change. Countries being represented were Afghanistan, South Africa, Botswana, Lithuania, Poland, Germany, Myanmar, Zambia, Somalia, Trinidad, Latvia, Belarus and Uzbekistan.

CropLife India participation in Training on Advocacy and Stakeholder Engagement during CropLife Asia AGM 2019, Singapore

An advanced advocacy & stakeholder engagement training programme was organized during the Annual general Meeting of CropLife Asia. The programme was conducted by Jay Byrne, President of v-Fluence, Inc. v-Fluence is a strategic communication and research agency providing public affairs and issues intelligence support to some of the largest multi-national corporations, leading academic institutions, respected nongovernmental organizations and government agencies across the globe. Discussions revolved around Big picture (Global) setting the issues scene – FTO challenges for the crop protection industry; Best practices for engagement & fundamentals Regional challenges; players and tactics; to name a few.

The day two and three witnessed presentations on topics viz. ASEAN geopolitics and its impact on the agriculture industry; Farmer Safety: Motivating positive behavioural change on the field; Drone technology for agriculture; Connecting with farmers online; Activism in the age of social media: What can the industry do differently? A Panel Discussion was held on Current trade and political landscape and the impact on the global food economy. The speakers represented various countries and interacted with the August audience.

Various Country presentations were held and Group Discussion exercises were conducted on Human Health and Farmer Safety.

For further information, please contact on communications@croplifeindia.org



CropLife India Partnered FICCI in 8th Agrochemicals Conference, July 2019

CropLife India partnered with FICCI in organizing their 8th Agrochemical Conference 2019 on 16th July, 2019 at Hotel Taj Man Singh, New Delhi. The Theme of the conference was “Role of Agrochemicals in Sustainable Farming”.

CropLife India member companies participated in full fervour, while echoing our thoughts as Speakers-

- “International Perspective by MNC’s” - Mr. Rajan Gajaria, Executive Vice President, Business Platforms, Corteva Agriscience
- "Impediments in the Growth of Agro-chemical Industry - Global Perspective" –Dr. Vasant Patil, Director Science and Regulatory Affairs, CropLife Asia
- "Models and impact of responsible and safe use of crop protection" –Dr. K. C. Ravi, Vice-Chairman, CropLife India; Chief Sustainability Officer, Syngenta India
- “Global Best Practices for Managing Issues of Non-Genuine Pesticides, the Challenges Faced and the Strategies Used to Overcome Those Challenges” - Mr. Herbt Feng, Brand Protection Director, Corteva Agriscience, Singapore.
- “Role of Agrochemicals in Sustainable Farming” – Mr. Anil Kakkar, Vice President - Marketing, Excel Crop Care Ltd.



CropLife India Public Outreach

CropLife India is being featured more regularly in media on strategic issues viz. FAW Position Paper, Indian Budget Stories, Dealers' Workshop for Anti-Counterfeit programs.

COVER FEATURE CROP PROTECTION

POSITION PAPER ON FALL ARMYWORM



Fall Armyworm (FAW) is a destructive pest native to the tropical and subtropical regions of the Americas, having been found everywhere from South America to eastern and central North America. FAW targets more than 60 different plants including maize, rice, cotton, sugarcane, wheat and sorghum, and has been particularly devastating in the maize producing regions of Brazil, Africa and recently India. The pest was first detected on the African continent in Nigeria in January 2016 and has quickly spread to 44 countries across sub-Saharan Africa. In 2018, the pest was reported in Asian countries such as India, Thailand, Sri Lanka, Myanmar, and Bangladesh to spread across the continent has continued in 2019. FAW was detected for the first time in Puzur City and Dehong in the Yunnan Province of China, and most recently has been found in Vietnam. The FAO has warned that it could threaten the food security and livelihoods of millions of small-scale farmers in Asia as the pest is likely to spread further, with India, South East Asia and South China most at risk. It is thought the pest could also spread to Europe. Based on data from Africa, CAH estimates FAW will reduce annual maize production by 21% to 52% in the absence of pest management. The CropLife International and CropLife Asia position paper outlines the holistic approach to ensure effective management of FAW through integrated pest management (IPM) strategies, evidence-based advice to farmers, a regulatory environment that gives access to technology, stakeholder collaboration, and emergency phytosanitary measures. Our collective goal must be to protect farmer livelihoods and ensure food security globally, but especially into high-risk regions of Asia.

AN INTEGRATED PEST MANAGEMENT (IPM) APPROACH
The components of IPM should be based on evidence of their effectiveness and awareness of their risks. Such a position has been clearly outlined by the World Trade Organization Committee on Sanitary and Phytosanitary Measures 28

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Crop Life India's solution for Fall Armyworm through Integrated Pest management



Fall Armyworm (FAW) is a destructive pest, which is native to the tropical and subtropical regions of the Americas and is found everywhere from South America to eastern and Central North America. FAW has targeted over 60 different plants including maize, rice, cotton, sugarcane, wheat and soybeans, and has been particularly devastating in the maize producing regions of Brazil, Africa and recently India. The pest was first discovered on the African continent in Nigeria in January 2016 and has quickly spread to 44 countries across sub-Saharan Africa.

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CropLife India reaches out to 100 plus pesticide dealers in Bharuch

ALSO READ

Asitava Sen appointed new CEO of CropLife India

Experts reject claims of pesticides causing cancer in Punjab's Malwa region

Increased soil contamination threatens food security, warns FAO

Rome summit urges rapid action to mitigate soil erosion: UN

Rice plants may help clean wastewater from farms

CropLife India, an association of 18 R & D driven member companies, today, organized a one of its kind, a workshop for pesticide dealers at Bharuch. The workshop was organized with the help of Kruti Charitable Trust, implementing NGO partner of CropLife India at Ambedkar Bhavan, near Collector's Office, Bharuch.

The workshop saw more than 100 pesticide dealers across Bharuch district, participate and delve on the rising issue of counterfeit, spurious, substandard and unregistered/unlicensed pesticides. Vijay Singh Solanki, Deputy Director of Agriculture - Extension, Panchal, Assistant Director of Agriculture - Quality Control, P.S. Rank, Deputy Director of Agriculture -

'Government committed to double farmer's income'

DM Contributor, Jul 10 2018, 12:59:11 PM | UPDATED: Jul 10 2018, 12:59:11 PM



Image for Representation



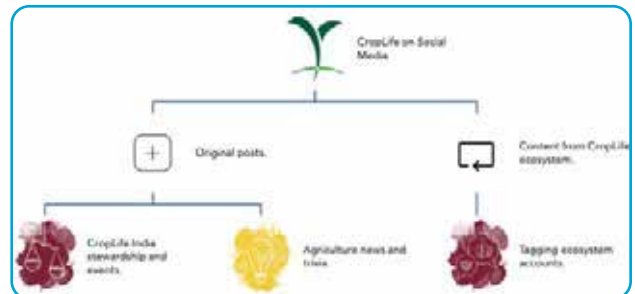
CropLife India Journey on Social Media

CropLife India social presence was activated in September 2017 with the vision to gain voice-share in what has become the primary destination for news and updates for audiences across a variety of issues and topics.

We began with posting of updates of the on-ground events on Stewardship and then graduated to designing our Social Media calendar. Over the past six months, CropLife India has gained 1658 followers across Social Media. Since January 2018, we have averaged **1500+** views on a daily basis through our posts and promotions on Social Media.

In the first step of the campaign, we conducted a semantic and thematic analysis of existing content archives and extracted keywords that would help us target the right kind of audiences.

We identified CropLife India's ecosystem, followed and engaged with their posts. We then researched the most relevant content and scheduled new posts from CropLife India on optimized time of the day for maximum reach and even engineered its frequency.



The top performing posts are re-posted for maximum optimization of our content and resources. Our approach has yielded the below reach and impact.

CropLife India earned **322.2k views** across social media platforms,
 Each post earning **1.16k views** on average and an engagement rate of **13.7%**.

Platform	Per post impressions	Total Impressions	Posts/Updates
Twitter	1309	270,121 Impressions	795 Tweets
Facebook	158.17	38,894 Impressions	650 Posts
LinkedIn	56	9268 Impressions	367 Updates
Instagram	31.3	3916 Impressions	570 Posts



📍 CropLife India, 226-228, Ansal Chamber-II, 6, Bhikaji Cama Place, New Delhi-110066

☎ +91 11 26196681 / 26186296

🌐 www.croplifeindia.org

