

# CropLife India's KEY INITIATIVES in Various States



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



Fields

## **CropLife India's Efforts Towards Sustainable Agriculture**

Sharing the common goal of sustainability and farmers' welfare, CropLife India has been collaborating in the various initiatives of Ministry of Agriculture and Farmers' Welfare; Grow Safe Food campaign, being one of them. Our team is actively involved in providing hands-on training to farmers on GAP (Good Agricultural Practices), IPM (Integrated Pest Management), Responsible Use of Crop Protection Products and ensuring quality crop protection products.

The Grow Safe Food campaign, is a key pillar of its efforts to improve sustainable production of adequate amount of safe food, and augment food and nutritional security for the billion-plus population, the Department of Agriculture, Co-operation & Farmers' Welfare, Government of India, launched the 'Grow Safe Food' campaign. The nation-wide initiative is aimed at promoting awareness and capability-building efforts such as training for farmers particularly on food safety and quality issues.





RU & PPE Project

## **Safe & Responsible Use of Crop Protection Products**

Through its pilot projects in the districts of East Godavari in Andhra Pradesh, Bharuch in Gujarat and East Champaran in Bihar, CropLife India's initiatives aimed to cover around 6,000 farm families in three states over the two years project. Trainings for farmers include classroom teaching and practical field training sessions for farmers. The training curriculum includes 16 elaborative modules covering a wide range of topics such as IPM, role of beneficial insects including pollinators, judicious and responsible use of Crop Protection Products, secure storage of pesticides, impacts of counterfeit and illegal products, use of PPE (Personal Protective Equipment) such as masks and gloves, correct spraying techniques, maintaining sprayers and nozzles, and triple rinsing of used containers.

## **Outreach Initiative in Andhra Pradesh, Maharashtra and Punjab**

CropLife India along with its member companies have been working towards making the PPE Kits available at retail outlets for farmers through the distribution channels in three key States of India viz. Maharashtra, Punjab and Andhra Pradesh. CropLife India has been committed towards empowering the rural communities and raising awareness on the responsible and safe use of Crop Protection Products along with importance and proper use of Personal Protective Equipment.

The project, being run in a total of fifteen districts of Maharashtra, Punjab and Andhra Pradesh, wherein the project implementation is supported by local government bodies, farmer associations and Kisan Unions, and locally operational NGOs. Departments of Agriculture at State and District level are in sync with the outreach effort through communication channels targeted at farmers, spray-men and their families. More than two lakh farmers have been trained and imparted training on usage of PPEs & safe use.



CropLife India's MadhuSandesh Project

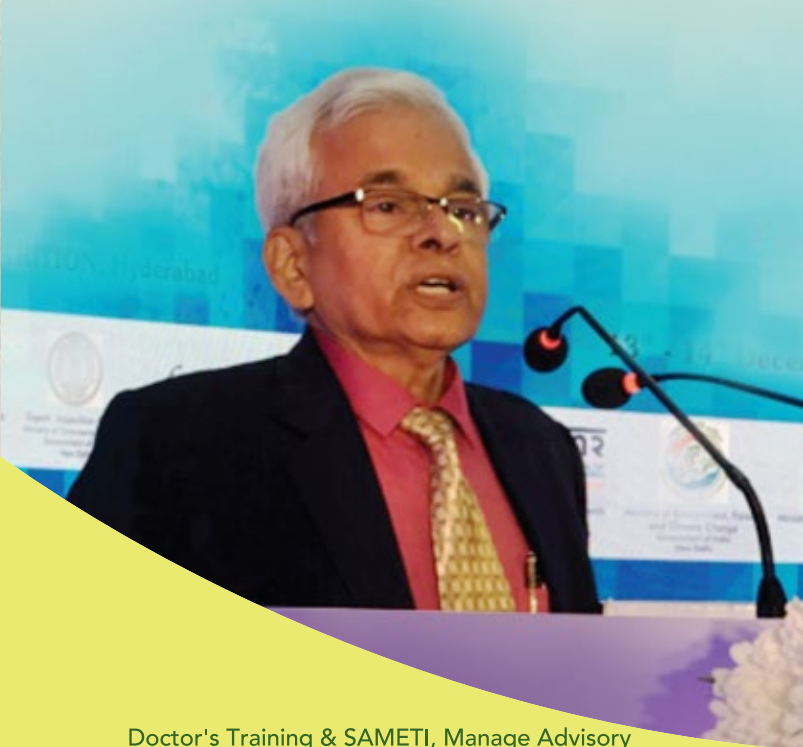
## **Madhu Sandesh – A Shared Benefits Approach to a Shared Responsibility**

CropLife India in association with Indian Council of Agricultural Research (ICAR) and Agriculture Development Trust, KVK Baramati; to provide subsidized rental bee hives to farmers in the state of Maharashtra, India. A joint funding for the beehives and the project staff to be based at Krishi Vigya Kendra (Farm Science Centre) in Baramati, training the staff on crop-specific knowledge of input and pesticide use. The Indian Council on Agricultural Research (ICAR) trained the project staff on bee health and hive management. As a result, an apiary with 250 beehives was set up to function as a knowledge hub and act as a bee rental library, with its staff on hand to troubleshoot any teething problems with first time renters.

“MadhuSandesh” was a resounding success with the community. 90% of 180 participants reported better quality crops. Pomegranate farmers saw an average of 35% increase in their yields. However, the corresponding income gains were even larger, at 42% due to the improved shape and color of their fruits which led to a higher market price, as well as the fact that, under the mentorship of CropLife, they used crop protection products more efficiently and judiciously, cutting the cost of inputs. The farmers who benefitted from the program became advocates of promoting pollination, protecting the environment and using crop protection products responsibly.

CropLife India's MadhuSandesh Project [click here](#)





Doctor's Training & SAMETI, Manage Advisory

## Crisis Preparedness – Doctor's Training Program

Doctors' Training Programs combined with a digital module, specially designed for the Health Practitioners to treat the patients on time and to sensitize the Health Practitioners, CropLife India had organized workshops for doctors in Guntur District, Andhra Pradesh and Amravati District in Maharashtra. To amplify the voice, CropLife India has developed a Health Practitioners' Handbook; Prevention, Diagnosis & Treatment, containing all the necessary information related to symptoms and treatment for different types of exposure to various Crop Protection Products.

## SAMETI, West Bengal

CropLife India jointly with SAMETI, Agriculture Department, Govt. of West Bengal conducted awareness program throughout the State.

We reached out to Crop protection products Dealers and students of Diploma in Agricultural Extension Services for Input Dealers (DAESI) course, in the fight against counterfeit and illegal crop protection products. The awareness program was organized 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.

Inclusion of an Anti-Counterfeit Module, drafted by CropLife India, in the curriculum of Diploma in Agricultural Extension Services for Input Dealers Course managed by SAMETI, Government of West Bengal, India.

The MANAGE, Hyderabad advisory to all the NTIs' across India on inclusion of anti-counterfeit module in curriculum of SAMETI, in line of a model of West Bengal; are the few key significant initiatives undertaken for preparing ourselves to fight the inevitable.



CropLife India's Anti-Counterfeiting Film

### CropLife India's Anti-Counterfeit Film

CropLife India created a short video that explains potential risks and dangers of counterfeit and illegal crop protection products; particularly for the farmers. The video is available in seven languages and is used in various trainings across the country.

CropLife India's Anti-Counterfeiting Film [click here](#)

### Advisory to Dealers on Counterfeits/Spurious Products

This Advisory is issued to all the Licensed Dealers / Retailers of Pesticides to caution them on the consequences of sourcing and selling illegal Crop Protection Products. Under the Grow Safe Food Campaign, the Advisory speaks in length about the various measures to be undertaken for Safe and Judicious Use of Pesticides and the role of Dealers/Retailers in the education of farmers.

As mandated by Ministry of Agriculture & Farmers' Welfare, Department of Agriculture, Co-operation & Farmers' Welfare, Government of India; the Advisory Letter, both in English and Hindi, was sent by CropLife India through its member companies, which helped reach out to around 500,000 dealers across India, over three years.



# When you sow the seeds of safety You harvest peace & health plenty

## SAFETY POINTS IN FARMING DURING COVID PANDEMIC

### Wear PPE Be a Superhero!

By wearing Personal Protective Equipment (PPE) while handling pesticides ensure optimum safety from chemical residues & biological infections for you.

Wash it daily after work & don't share it with anyone.



### Social Distancing for Long Term Delight!

By keeping your coworkers, family members & animals at a safe distance, you can stop the spread of chemicals drifts, viral infections and ensure sound health for your family.



### Your Safety is In Your Hand!

Washing your hands frequently with soap and water during or when not in working with pesticides, keeps you safe from contamination of pesticides as well as Coronavirus.

Apply soap and rub hands together for 20 seconds



Ask these  
3 questions  
when buying  
pesticides



Q.1

What proof do you have that the pesticide you are buying is authentic?

Q.2

Who manufactured this pesticide and how can a farmer contact the manufacturer?

Q.3

Is this pesticide legally registered/ authorized with the Government and what proof do you have?

Farmer Education

A Health Awareness Initiative by CropLife India

## CropLife India's Key Initiatives During COVID-19 Pandemic

### Farmer Education Poster on "Safety Points in Farming During Covid-19 Pandemic"

Considering the current situation of the country and importance of generating awareness among farmers and key stakeholders, CropLife India has taken significant initiative of creating a common poster covering "Stewardship Responsible Use and Quality inputs messages and along with coronavirus pandemic safety measures". This poster is a symbol of our concern and commitment towards farming community.

### CropLife India "Salute The Farmer - The Real Corona Warrior"

CropLife India's thank you message to our 'Karamveer Kisan - The Real Covid Warriors' in the form of a Poster. This initiative was taken to express our gratitude towards farmers and farming community for their contributions towards keeping agriculture operations in continuity ensuring food growing maintained in this difficult time of Corona pandemic.





Doctors' & Farmers' Training Video

# Locust Control Advisory



## RECOMMENDATIONS FOR LOCUST CONTROL

In view of the prediction, it is essential for farmers & spray operator to be prepared in advance & follow these points for the management of the locust

- Keep information about locust attack in your area through radio, TV, newspapers and mobile etc.
- For the protection of the crop, spray neem oil, 5 ml per liter of water in solution, when locusts attack in other areas is reported.
- Make noise in the fields or produce loud noises in the form of vehicles, bells, tins, thali or other ways, which keeps the locust team away.
- Spraying of recommended pesticides should be done in such a way that there is no contamination of water either in ponds, river or any other water reservoirs.
- Use various recommended chemicals for the management of minor locusts using a continuous moving chain.



Locust Control Advisory

## CropLife India's Locust Control Advisory Poster

Given the current situation of the country and overcoming the challenges of farming amid the pandemic, CropLife India has taken another initiative of creating a poster in the form of advisory for generating awareness among farmers, spray operators & key stakeholders to take appropriate actions and combat the menace. The poster consists of overview and management of the locust and recommendations for locust control. Also, key messages on Responsible use and Covid 19 are part of the poster to run the awareness program simultaneously.

## CropLife India Health Practitioners' Video

CropLife India in collaboration with Commissionerate of Agriculture, Govt. of Maharashtra, has developed a video for Health Practitioners' to provide necessary information to them on 'Recognition, Management & Treatment of pesticide exposed patients' during this unprecedented time.

This video (also called as First Aid Video) is part of our Doctors' Training Programs, & has been developed on this critical subject, Pesticide Poisoning and its management, to educate the health practitioners through the possible platforms like social media.

CropLife India Health Practitioners' Video was well appreciated not only by Agricultural Department, Govt. of Maharashtra but also by other state officials and member cos'.

CropLife India's Doctors' Training Video [click here](#)



# WHITEFLY ADVISORY



Awareness Campaigns



## CropLife India's Educational Training Video

CropLife India has developed a Farmers' Training Video to provide education to farmers and continue sharing the key messages among the farming community for their quick reference and use. This film provides important information about Responsible use of Crop Protection Products as well as Anti-Counterfeit measures, that farmer should keep in mind while farming.

CropLife India's Farmers' Training Video [click here](#)

## Resistance Management, White flies & FAW Posters

A common Resistance management poster is prepared (including Insecticides/Fungicides/Herbicides messages together) to maintain efficacy & support sustainable agriculture.

The White fly & FAW Posters are also developed to provide necessary information about the impact, lifecycles and key recommendations to control the menace.

## Virtual and Augmented Reality Approach in India

To develop an Augmentative Learning app for stewardship through which stewardship messages could be provided without the need for face to face training.

This is one of a kind initiative wherein CropLife India with the support of CropLife International & Maros Agency, would provide training with augmentative and virtual reality tools and to pilot such an approach for providing information to farmers.




Awareness Training


Through these initiatives, CropLife India is demonstrating its sustained commitment to promote stewardship as the key driver for a resilient, sustainable and a profitable food and agribusiness sector in India.

CropLife India has a long history of creating awareness and building capacity on sustainable practices among various stakeholders including farmers, agri-input retailers, agricultural extension staff, custom officials, key stakeholders and several NGOs. Apart from trainings, key messages are reinforced through hoardings and banners in the villages whilst other communication means such as posters, leaflets, Nukkad Natak/Puppet Shows/ workshops/ Policy Advocacy with key Stakeholders to amplify the voice are used for extensive outreach.

CropLife India member companies are committed for an un-interrupted supply for the farmers' sustainability and Food Security of the Nation; during these testing times and all the progress will be made while ensuring norms of "social distancing".

## Testimonials

 "We are gaining knowledge on how to use pesticides responsibly and judiciously from the master trainers of CropLife India. We also learnt how to protect our health, store chemicals safely and also to differentiate genuine and spurious products while purchasing" said Mr. Palla Vekateshwarly, a farmer from Edida Village, East Godavari District of Andhra Pradesh. He is one of the hundreds of beneficiaries of CropLife India's stewardship initiatives promoting sustainable agriculture through responsible use of crop protection products.

 "Our village is known for 'Swadhyay' activity, in the area. Being near to coastal belt, we have limitations of crop. However, team members of Kruti Charitable Trust and CropLife India, resolved the same with information, right at our door step. Puppet show was interesting, informative & entertaining. The songs used in the show had a pleasing recall amongst the farmers; shared Madhusudan Bhai Patel, Sarpanch of Nahier village, Amod district, Bharuch.





Farmers Training

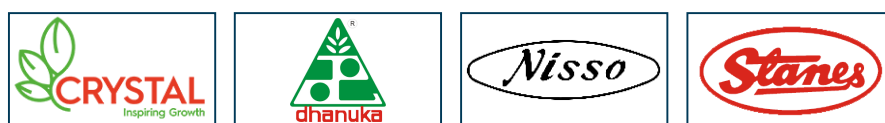
## About CropLife India:

CropLife India (<http://croplifeindia.org/>) is an industry association of 15 R & D driven member crop science companies. We jointly represent approximately 70% of crop protection market and are responsible for 95% of the molecules introduced in the country so far. 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. We are part of the CropLife international network; and work closely with CropLife Asia & CropLife International, the global parent organizations spread across 91 countries, to drive programs to promote safe, responsible and judicious use of crop protection solutions under the Integrated Pest Management (IPM) approach through Product Stewardship, Progressive Regulation, Intellectual Property Rights and Data protection.

### Our Members



### Our Associate Members



## Who we are



Greener Safer  
Chemistries



Grow Safe  
Food



Friends of  
Farmers



Better Indian  
Economy

CropLife India Film [Click here](#)



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