



Stewardship Annual Report 2021

The Path Towards Sustainable Agriculture...

CropLife India has a long history of creating awareness and building capacity on sustainable practices among various stakeholders including farmers, agriculture input retailers, agricultural extension staff, custom officials, key stakeholders, and several NGOs.

CropLife India & its members enable farmers to adopt new technologies in agriculture while providing in-depth farmer training on good farming practices, including responsible use of crop protection products and spraying techniques; across the various states of India.

In the past years, we have reached out to lakhs of farmers and retailers across the country.

We have been collaborating in the various initiatives of the Ministry of Agriculture and Farmers' Welfare. Our team has been actively involved in providing hands-on training to farmers on Good Agricultural Practices (GAP), Integrated Pest Management (IPM), Safe & Responsible Use of Crop Protection Products, and ensuring Quality Crop Protection Products.

During emergencies like the Covid-19 pandemic, CropLife India digitalized all the efforts towards farmers' education on safe and judicious use of Crop Protection Products; which had been the motto of CropLife India.



Stakeholders Feedback

Efficacy and safety are the two sides of the same coin. The agrochemical (pesticides) manufacturers usually interested for the higher efficacy of the product to achieve target of controlling pests, diseases and weeds of plants. Of late they realise that without safety the future of agrochemicals is not bright. CropLife India, an association of some agrochemical industries have therefore giving equal emphasis on stewardship programme which interilia includes training of farmers on safe use of pesticides.

Not withstanding the training on safe use of pesticides, pesticides being toxic in nature cause sometimes poisoning in farmers who are to be treated by doctors of primary health care facilities. Due to frequent introduction of newer pesticides in the market the poisoning symptoms and their management are also new to the doctors, who require time to time orientation. CropLife India is very proactive as a stewardship programme to reorient the doctors as a concept of continuing medical education programme in different part of the country. Besides, CropLife India also prepared video on the subject and booklet on management of pesticides poisoning and circulating throughout the country.



(D. Kanungo)

Dr Debabrata Kanungo MD, FCGP

Expert (Medical Toxicology, Human Health Risk Assessment and Food safety)

Chairman, Scientific Panel on Food Additives,

Flavourings, Processing Aids and Materials in Contact with Food, FSSAI

Member, Scientific Committee, FSSAI

Former Chairman, Scientific Panel on Pesticide Residues, FSSAI

Former Additional Director General, Ministry of Health & Family Welfare, Govt. of India

Dear Ms Sony

Wonderful to receive your message. Delighted to note your laudable communication initiatives. Nearer we go to our goal, farther we seem to stand. As sand in the ocean these efforts need to build up beaches where people can feel the beauty of GOOD AGRICULTURE PRACTISE in crop protection. I can be part of your leadership initiatives to support this cause that I strive hard to hammer on with the industry friends for sustaining good business practice and enabling longer life for agro-chemicals.

Best Regards,

Dr TP Rajendran

Chair, FSSAI-SP on Pesticide Residues

Formerly ADG (PP), ICAR

OSD-Director, ICAR-National Institute for Biotic Stress Management, Raipur (CG)

Project Coordinator, ICAR-All India Coordinated Research Project for COTTON



Dear Dr Sen,

I congratulate you and your team for this valuable contribution to society. This shall be forwarded by my office to all the stakeholders in the IARI system.

Thanks and Best Regards.

Sincerely,

Dr Anupama Singh,

Head- Division of Agricultural Chemicals,

IARI, New Delhi.

Farmer Awareness

CropLife India is always instrumental in educating farmers for safe and judicious use of Crop Protection Products and CropLife India's outreach has been operative, involving organisations at the grass-root level to spread awareness amongst farmers on Good Agricultural Practices (GAP) and the importance of using appropriate Personal Protective Equipment.



CropLife India's contribution to Indian Agriculture during COVID-19 pandemic Digitizing communications in lieu of face-to-face Meetings

In spite of COVID-19 throwing insurmountable challenges every day, demonstrating 'where there is a will, there is a way', CropLife's determined and dedicated team got ready with digital solutions and ultimately reached whopping 2 million stakeholders in the shortest span available.

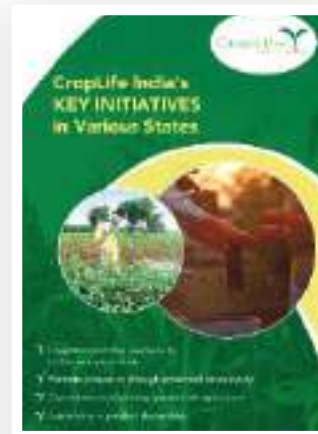
The global pandemic of COVID-19 struck in March 2020 causing social and economic disruptions across the country. With restrictions imposed as the outbreak spread quickly, CropLife India took upon the challenge to reach out to farmers and their families, agriculture departments, and allied stakeholders by leveraging digital tools and technology.

Driven by sole goal of farmer awareness and livelihoods despite the pandemic, CropLife India outreached, forged new partnerships and emerged as a triumphant knowledge partner for entire agricultural sector.



Going Digital

- ✔ Created a CropLife India farmer's training film, an educational video featuring both stewardship and anti-counterfeiting messages for our farmers' welfare; available in eight languages.
- ✔ Developed a video for health practitioners' to provide necessary information to them on 'recognition, management & treatment of accidental agrochemical exposure during this unprecedented time.
- ✔ During the locust attacks in the country when there was a crisis, CropLife India had issued an advisory for farmers and spray management agencies to follow these recommendations.
- ✔ Farmer education poster on "safety points in farming during COVID-19 pandemic" and a video was designed and shared digitally.
- ✔ Encouraged our farm heroes to get vaccinated for long-term safety & delight.
- ✔ Thank you & congratulations posters for farm heroes and key influencers.
- ✔ Elevated local farmer leaders on regional and global platforms.
- ✔ Recognition to behind the scene influencer, CropLife India children rhyming poster.
- ✔ Women's day celebration * farm queens* with safety messages.



Virtual and Augmentative Reality Stewardship Training

Technology played a big role in bridging the gap of restricted movement and everyone worked towards the singular objective of ensuring that the farmers and the rural communities were supported.

CropLife India with the support of a global agency, maros, conducted a training program with augmentative and virtual reality tools to pilot such an approach for providing information to farmers in Amritsar, Punjab.

This was the very 1st trial training in Amritsar, Punjab. Trainees used the phone-based systems to test lower-cost versions. More such advanced training programs will be organized in the near future.



maros

Hardware

Hardware for VR use AR has advanced significantly in the last three years. Primary for both technologies with VR having the lowest costs as standards develop. However, AR experiences can create vast effects on development and distribution of various use applications with the greatest usage potential.

All for in-field

VR Recommendations for Various Use

- Full Size
- Goggles
- Flip
- HTC
- Cheap - Cardboard, etc.

CropLife India Women's Day Celebration with Safety Messages, Gujarat

CropLife India celebrated 'Women's Day' with women farmers (#farmqueens) on 08th March 2021 in Bharuch district, Gujarat. The objective of the celebration was to recognise the invaluable contribution of women farmers (farm queens) in agriculture and economic development. Training on safe and responsible usage of pesticides and identification of counterfeits were imparted; which are imminent for safe crop protection.

The CropLife India farmer's training film (Gujarati) was also screened during the event and a rapid-fire round game, consisting of key stewardship & anti-counterfeiting messages was also played. CropLife India honoured participants and winners by giving them certificates and trophies along with goody bags (consisting of masks, sanitizer, etc.) for their valuable contribution to society.

The event was well appreciated by the women farmers & state govt. officials.

The event was well appreciated by the women farmers, girls students, state agriculture universities & state & district govt. officials.



Crisis Preparedness

Virtual conference on Continuing Medical Education (CME) for doctors on principles of recognition and treatment of accidental agrochemical exposure.

CropLife India in collaboration with the agriculture dept., government of Maharashtra organized the virtual doctors' training program on 19th July 2021 on Continuing Medical Education (CME) webinar for doctors on principles of recognition, management, and treatment of accidental agrochemical exposure via video conference.

The virtual conference was attended by more than 1000 participants from government and private hospitals across three districts of Maharashtra - Yavatmal, Osmanabad, and Jalgaon. Excellent training session was conducted by Dr. Debabrata Kanungo, MD, FCGP - a globally recognized expert on medical toxicology, human health risk assessment, and food safety. As the chief guest, Shri. Sunil Borkar, Chief Quality Control Officer, Agri. Dept., Govt. of Maharashtra addressed the participants and shared his inputs.

Shri. Amol Yedge (IAS), District Collector, Yavatmal; Shri. Kaustubh Diwegaonkar (IAS), District Magistrate & Collector, Osmanabad; Shri. Abhijit Raut (IAS), District Collector, Jalgaon; other senior government & medical officials were also present and addressed the gathering. CropLife India has also developed a video and a digital edition of health practitioners handbook which is hosted on CropLife India's website.

Locust Advisory: Apart from traditional spray system, CropLife India has suggested extensive use of drones for spraying recommended agrochemicals to control locust and other invasive pests. CropLife India timely issued an advisory for farmers and spray management agencies in view of locust attack in the country, to follow these recommendations for the management of the locust.

Resistance Management: It is indeed important for the scientific community, government and industry stakeholders to get together find out the scientific options available or to develop a strategy for effective management of invasive pests like whitefly, fall army worm, thrips etc & resistance in India, to avoid repetition of such incidents & effectively manage future pest attacks. CropLife India developed resistance management and whitefly posters to create awareness effectively.



Advocacy and Outreach

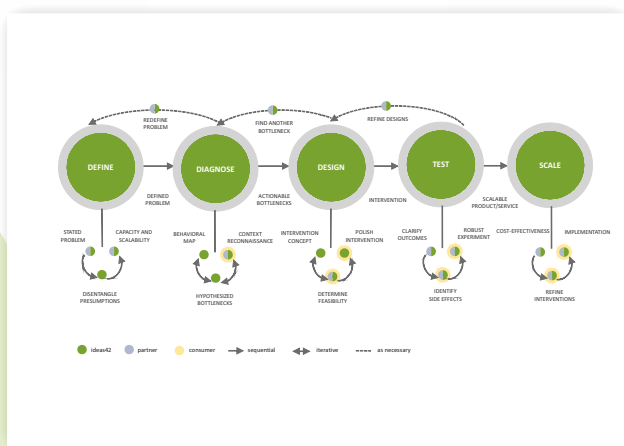
In order to ensure safe food for all, CropLife India has been advocating the responsible use of pesticides with farmers across India through multiple messaging points, viz. Responsible & Judicious Use, Triple Rinse, PPE, Label & Leaflet, Anti-Counterfeiting (ACF) messages, Container Management, etc.



PPE Behavioral Change Project in India

It was jointly commissioned by CropLife International, CropLife Asia & CropLife India. CropLife International has commissioned global agency Ideas42 to conduct a behaviour change analysis of how farmers are responding to messaging on the use of PPE in India. India was chosen as a pilot due to the strategic FTO challenges but was intended to be able to scale to the region's stewardship practices in general.

The study is designed & divided into 2 phases wherein the 1st phase focused on Problem Definition and Behavioral Diagnosis to get the outcomes (2020 - 2021) and the 2nd phase will focus on Solution Design and Testing activities (Dec. 2021 onwards).



Ideas42 Methodology

CropLife India Stakeholders' Outreach Project

The three-pronged approaches adopted by CropLife India to advocate & reach extensively to key stakeholders are communication via Emails to each and every stakeholder, circulation of the hard copies of the Stewardship Brochure amongst key stakeholders, and awareness programs/events to promote the film at various platforms.

The kit was well received by the stakeholders, such as Dr. T. P. Rajendran, Chair, FSSAI-SP on Pesticide Residues; Dr. Anupama Singh, Head- Division of Agricultural Chemicals, IARI; MANAGE, Hyderabad; SAMETI, West Bengal etc to name a few.

Stakeholders suggested CropLife India to produce series of such videos that cover other key topics like Container Management, Resistance Management, with strict adherence to recommended label claimed dosage and spray solution, etc.



Container Management Advocacy For India

CropLife India is in the forefront for consultation and proposing road map for sustainable management of Empty Pesticide Containers (EPC) and declassification of Empty Pesticide Containers (EPC) as non-hazardous by way of adopting the triple rinsing approach. Identify & clearance of self-sustaining recycling processes (mechanical and/or chemical) supporting sustainable circular economy.



The Container Management task force of CropLife India with the support of CropLife International has been working on advocating CropLife India's position paper which highlights the need for mapping roles of each stakeholder in the value chain for a sustainable empty pesticide container management ecosystem.

For the purpose of implementing the PWMR 2016 Rules, Extended Producers Responsibility (EPR) guidelines were prescribed by the Ministry of Environment, in 2020. All concerned industries were advised to register and comply. In a subsequent development, CIBRC had sought comments on Empty Pesticide Containers (EPC) Management keeping in line with EPR policy. CropLife India with the support of CropLife International successfully submitted the representation to the CIBRC keeping in line with global best practices.

CropLife India has also proposed to hold an International Symposium on the Container Management in 2022 involving relevant stakeholders to share Global Learnings and Best Practices from other countries which have established infrastructure, policies and models for viable container management systems.

The Container Management (CM) task force also engaged with PROs to understand their capabilities and seek convergence to prepare a commercially viable roadmap for Empty Pesticide Container Management System for India.

In the 429th Registration Committee (RC) Minutes: RC decided to formulate a working group/ task force comprising experts from DPPQS/CIB&RC, CPCB, State Governments, M/o EF&CC, ICAR and pesticide industry associations stakeholders to work upon deciding the responsibility for collection and disposal of the empty containers & suggest about linking/creation etc. of necessary infrastructures setup. CropLife India is awaiting communication/ public notice from the RC decision to proceed further.

Various meetings of CropLife India are being held with different stakeholders to exchange the global best practices and advocate the re-establishment of triple rinsing approaches.

Triple Rinsing Study with AINPPR, IARI, New Delhi

CropLife India is carrying a study on Pesticide Residue Analysis in used empty rinsed pesticide containers in collaboration with All India Network Project on Pesticide Residues, and the Indian Council of Agricultural Research, New Delhi to re-establish the triple rinsing approaches to seek a reclassification of triple rinsed Empty Pesticide Containers in India as per the guidelines set in the Hazardous Waste Management Rules.

Beyond Product Stewardship

INDIA@75 CropLife India's COVID-19 Preparedness Video

On the occasion of CropLife India's 41st Annual General Meeting and Open House, themed as India@75: Journey of Agrochemical Sector produced a film to highlight the journey and milestones of CropLife India and its member companies during the pandemic.



CropLife Asia's Farmer Forum Webinar Series

The spotlight was Rural Women in Agriculture for International Day of Rural Women, 2021. CropLife Asia organized a webinar to spotlight on Rural Women in Agriculture for International Day of Rural women held on 13 October 2021. CropLife India was invited as a panelist in this event.

Drone SOP/ Guidelines

The Govt. has released the guidelines & SOP for spraying pesticides through drones that will help reduce the risk of getting exposed to hazardous chemicals and also ensure the judicious use of these insecticides in the crops. CropLife India was at the forefront by way of sharing best practices and suggestions during this deliberation process. CropLife India in association with FICCI organized a webinar and released a technical paper to advocate the importance & usage of drones for agrochemical application.



Qualitative Impact

- ✔ CropLife India became the active voice amid the disruptions caused by the pandemic, earning recognition from government as a trusted partner.
- ✔ CropLife India is being invited by leading players as a knowledge partner at various important forums in India.
- ✔ The digital drive of CropLife India was well-recognized by the key stakeholders. CropLife India received prestigious awards for commendable work for “Changing Public Perception” in FICCI India Chem 2021 & CropLife Asia’s Stewardship Award “For Best Digital Contribution to Indian Agriculture during the COVID-19 Pandemic”.
- ✔ Continued engagement & forged new partnerships with policy makers and regulators & active participation on third party platform to amplify the voice.
- ✔ Maintained a more emotional yet informative relationship with farmers, our farm heroes leading to trust and appropriate Crop Protection Product (CPP) use during the pandemic.
- ✔ Global partners also sought CropLife India’s input to use it’s stewardship tools for their farmers’ benefits.
- ✔ Various thought leadership articles were contributed and CropLife India was quoted in leading business dailies and magazines through the year.
- ✔ Successful high impact thought leadership AGM every year with key stakeholders Proactive steps towards shaping up of stewardship framework/policies



Engagements

Even with the restrictions, CropLife India's Stewardship came out as an active voice and support for farmers' welfare.

Meeting with Govt. of Jammu & Kashmir

The Director, Dept. of Agriculture, Jammu & Kashmir invited virtually on 11th January 2021 to all Pesticide manufacturers and dealers, etc. for a review of quality, supply and availability of pesticides in J&K. CropLife India attended and shared its inputs during the meeting.



PAMETI Webinar

Punjab Agricultural Management and Extension Training Institute (PAMETI) organized an online training programme on 15th March 2021 ICTs for better decision making in Agriculture and Allied sectors. CropLife India Participated and received the certificate.

Farmers Training Program of HIL (India) Ltd

The HIL (India) Ltd organized a Farmer Training Program on Safe & Judicious Use of Crop Protection Products on 06th March 2021.

Shri. Parshottam Khodabhai Rupala, Hon'ble, Union Minister of the State, MOA&FW, also attended as the chief guest of the event. CropLife India Participated in this important program.



CropLife Asia Virtual Drone Pesticide Application Forum

CropLife Asia held its inaugural Drones for Pesticide Application Online Forum on 8th - 10th March 2021.

From India, Mr. Amber Dubey, Joint Secretary, Ministry of Civil Aviation & Dr. Piyush Mishra, Technology Leader, DGM, TATA Services Limited participated and addressed during the conference.

Participation In India Chem 2021 Organized By FICCI

India Chem 2021 organized by FICCI - The Conclave on Global Agrochemical Industry; held on 17th -19th March 2021.

Shri Parshottambhai Rupala, Hon'ble Minister of State, Ministry of Agriculture and Farmers Welfare, Government of India presided the session.

CropLife India's views were echoed by Dr. K. C. Ravi, Chairman, CropLife India & Chief Sustainability Officer, Syngenta India Limited



PHD Chamber Discussion Session on Rice Exports with Agro Chemical Industry

PHDCCI organized interaction with leading Rice Exporters on 16th April 2021 to discuss the issue related to the restricted products and key challenges in rice exports. Industry's views were echoed by Mr Asitava Sen, CEO, CropLife India.



CropLife International & CropLife Asia's Virtual Webinar

CropLife International & CropLife Asia's virtual webinar on "Unleashing Innovation to transform Local Food Systems", 18th May 2021.

During the webinar, there were some general broad conclusions about innovation success stories and future opportunities at the global level, but also some important nuances at the regional and local levels. These key areas of consensus were deeply discussed. CropLife India participated & shared its views.



Webinar on The Importance of Safety in Manufacturing: Indian Crop Protection Industry

CropLife India in partnership with FICCI organized this webinar titled “The Importance of Safety in Manufacturing: Indian Crop Protection Industry” Operation and Execution of Production Change Management on 25th August 2021 virtually.

The webinar witnessed participation of policy makers and regulators, global experts from crop protection industry, think tanks on process safety, autonomous institutes and Civil Society and captains from the chemical and agro-chemical industry - to bring safety in the manufacturing of Indian crop protection industry.

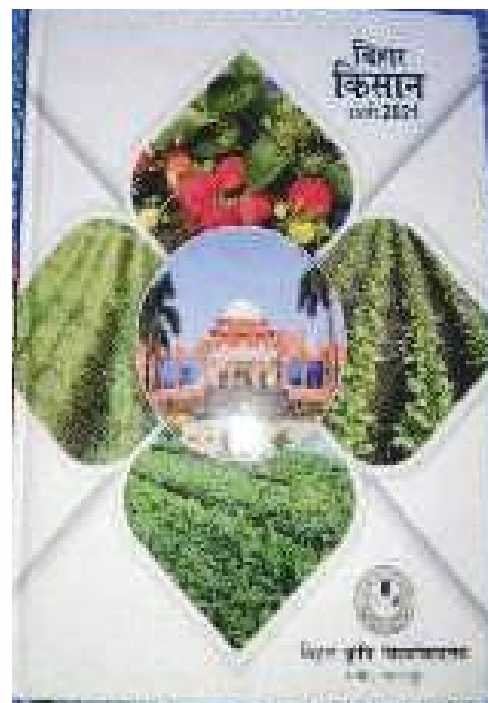


Bihar Agricultural University, Sabour, Bhagalpur

Bihar Agricultural University, Sabour publishes Bihar Kisan Diary - 2021 every year. The Bihar Kisan Diary -2021 contained technical information about all the crops relevant to the state as well as information about government schemes in vernacular language.

As a part of Stewardship awareness campaign, CropLife India published one-page farmers’ education poster in Hindi in this diary and successfully reached out to over a lakh farmers, policy planner & instructors/ trainers. This diary has been circulated among all the institutions of ICAR / SAUs & Govt. authorities too.

In addition, Bihar Agricultural University, Sabour invited CropLife India to deliver a lecture on career opportunities in entomological science for grooming the students on 29th July 2021. Dr. Rajendra Deshmukh, Lead-CLI IRAC committee, delivered the lecture on behalf of CropLife India on the said topic and sensitized the students on the career aspects in corporate sector.



FAO Plant Production and Protection Division (NSP) Seminar Series, towards sustainable management of obsolete stocks and pesticide packaging through multi-stakeholder cooperation.

The overall objectives of the NSP seminar series are:

i) Raising awareness of the contribution of plant production and protection to achieving the United Nations SDGs at global, regional and national levels; ii) Sharing information and knowledge on the strategic direction and technical development in sustainable plant production and protection; and iii) Promoting cross-cutting dialogue and collaboration in plant production and protection worldwide.

CropLife International helped FAO to plan this webinar. The main focus was on how governments can help to support container and obsolete stocks management globally. CropLife India Participated FAO Plant Production and Protection Division (NSP) Seminar Series on Thursday, 18 th November 2021.



FAO Webinar on 'Agricultural Plastics: The Good, The Bad And The Ugly'

In conjunction with World Soil Day, which is celebrated every year on 5th December, FAO and UNEP hosted a joint discussion on 7th December 2021 on the benefits and trade-offs of plastics use in agriculture, and the opportunities and challenges for improving their sustainability. FAO shared the main findings from its latest report and UNEP presented the working paper "Plastics in Agriculture: Sources and Impacts". It was a great learning participation for CropLife India.



Awards & Accolades

CropLife India's programs to various corners of the country and touching lives of the Indian farmer have been noticed and applauded at numerous occasions. CropLife India has received several appreciation letters/ messages from different state govts. & industry associations for the activities carried out in view of the benefit of the farmers & farming community.

FICCI Chemicals and Petrochemicals Awards 2021

CropLife India was awarded for commendable work for Changing Public Perception in India Chem 2021; an event jointly organized by Department of Chemicals and Petrochemicals, Government of India and Federation of Indian Chambers of Commerce; Industry (FICCI).

The award was presented by the Hon'ble Minister of State, Ministry of Chemicals & Fertilizers, in the presence of Secretary, Department of Chemicals & Petrochemicals, Government of India.



CropLife Asia Stewardship Award 2021

CropLife India was awarded the Best Digital - Contributions to Indian Agriculture during COVID-19 pandemic in 2021, organized by CropLife Asia.

CropLife India's Revamped Website

A revamped CropLife India Website has been launched on the momentous occasion of CropLife India's 41st AGM 2021. The website has been upgraded with the collaborative approach of the team CropLife India and has been re-designed in a Mobile First Platform, which would cater to millions of our target audience across the country and world.



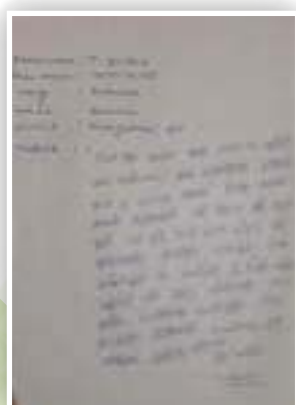
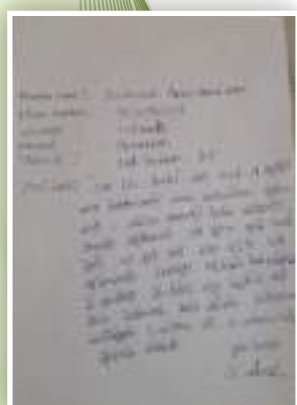
Another important step has been taken in the context of creating a new sustainable agriculture segment to showcase CropLife India's key projects and its remarkable achievements.

CropLife India celebrates its 41st Foundation Day

CropLife India celebrated its 41st Foundation Day (20th March 2021), during the Month of March 2021.

The organization has evolved over the last four decades into a formidable voice of the innovative & research driven Crop Protection Industry. Over these years, CropLife India has achieved many milestones and to commemorate these achievements, we have undertaken various initiatives described below:

- 1) A video has been developed to highlight the growth of the organization from seed to a fruit bearing tree.
- 2) A poster has been created to thank our members, leaders and mentors, associated with this organization for their immense contributions.



Farmers Feedback on COVID-19 Efforts

CropLife India's Impact Stories Featured in CropLife International's Newsletter

CropLife India is elated to be a part of CropLife International newsletter, featuring some success stories from CropLife India. CropLife India's Stewardship Stories are published in CropLife International's Newsletter – **Stewardship in Action and Plant Science Section**.



CropLife India's Stewardship Articles

1. CropLife India's Stewardship articles were published in July & September Issues of Agriculture Today titled "Role of Stewardship in Agro-chemical Industry".
2. FICCI also published CropLife India's article on its newsletter 2021.



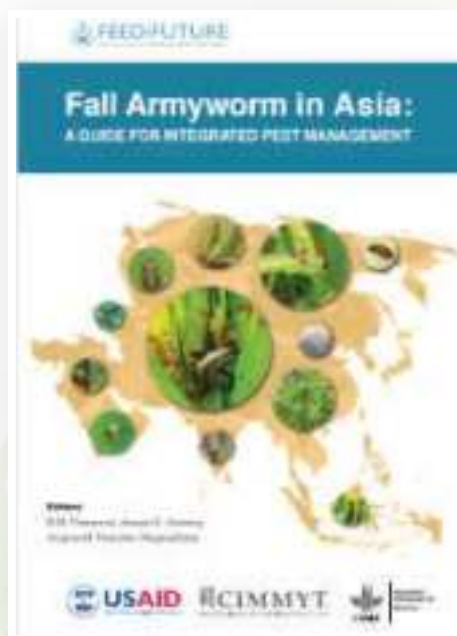
Other Key Achievements

FAW-Asia IPM Guide

The CIMMYT, MAIZE CGIAR and USAID have jointly prepared and recently published the FAW-Asia IPM Guide 2021.

The manual includes CropLife India's Poster on "Three Anti-Counterfeit Questions" under the topic - Pesticide Application, Safety, and selection criteria for FAW control in the guide.

CropLife India is honored to be a part of such important initiatives taken by these leading organizations.



About CropLife India :

CropLife India (www.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



CropLife India

Office Address : 702, 7th Floor, Bhikaji Cama Bhawan, Bhikaji Cama Place,
New Delhi - 110066.

Ph: 011-40158418 | T/F: 011-26196681
Email: sony.mamgai@croplifeindia.org
www.croplifeindia.org

