



STEWARDSHIP ANNUAL REPORT 2022



**“Our Endeavour Is To Keep Our
Food & Farming Safe By Keeping
Farmers Aware & Awake”**



THE F-FACTOR
FARMING FARMER FOOD FUTURE

About CropLife India

CropLife India is a leading industry association of both Indian and Global R & D driven crop science organizations. CropLife India jointly represents around 70% of the Indian crop protection market and are responsible for 95% of the molecules introduced in the country. Our member companies have an annual global R & D spend of over INR 50,000 crores.

Our member companies were established in India as far back as the 1950s. We continue to work hand-in-hand with the Government to build the agriculture sector – from introduction of several newer and safer molecules, direct investment of building factories, jobs creation, bringing in agriculture innovation and working endlessly over the years with multi-stakeholders to enhance agriculture productivity. All member companies are firmly committed to engage with the farming community to enable Safe, Secure and Sustainable Food Supply.

Our Members



Our Associate Members



WELCOME TO THE WORLD OF STEWARDSHIP

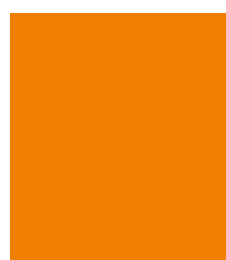
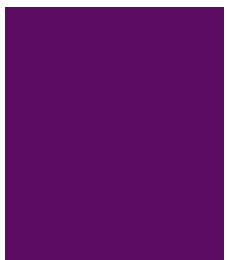


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KEYNOTE MESSAGE



डा. सुरेश कुमार मल्होत्रा
परियोजना निदेशक

Dr Suresh Kumar Malhotra
Project Director



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MESSAGE

Agriculture is the backbone of the Indian economy and is fearlessly facing all the challenges. Record production and export of food grains has been achieved only because of favourable Government policies for agriculture. Resultantly, agriculture in India is transforming. Agri-inputs industry particularly dealing with agrochemicals has played great role in augmenting the production of food grains and horticulture crops through better crop protection support based on new innovations.

In the changing scenario of agriculture, Crop Life India have also implemented several interventions to make farmers enable to adopt new technologies while taking care for responsible use of crop protection products, container management and safe spraying practices and judicious use mechanisms for agrochemicals. In the recent past, I got the chance to attend well organized Crop Life India Annual General Meeting, conferences/discussions on key theme areas such as, deployment of drones for application of pesticides, container management and other stewardship activities, regulatory affairs and anti-counterfeiting.

I take this opportunity to compliment Crop Life India for their continued efforts to promote responsible and ethical way to manage crop protection products right from production to use and final disposal of containers. They should continue their efforts of stewardship for maximizing the profit of farmers and minimizing risks from use of plant protection agrochemicals. I remember when Mr. Durgesh Sharma, Secretary General visited my office, we discussed about introduction of new safer chemistries, enhanced safety and bioefficacy, adoption of neo-nicotinoid studies for pollinators. I further suggest that CLI should hold discussion with research sector to have scientific opinion on glyphosate issues and banning of pesticides. The CLI should actively join for celebration of International Year of Millets 2023 to increase awareness about the nutritional, health and ecological benefits to the masses.

I convey my best wishes for future endeavours.

S.K. Malhotra
10.1.23

(S.K. Malhotra)

Former Agriculture Commissioner



Dear Sony Madam,

Thank you and '**CropLife India**' to support us in conducting important programs supporting the development of agriculture. In past also with the Collaboration of 'CropLife India', we conducted an 'Awareness Campaign' in almost all the districts of West Bengal on 'Safe use of Pesticide and Anti-counterfeit for Pesticide' in 2019. After two critical years of the Pandemic, we again collaborated on a highly demanded training program for the Agricultural Technologists of West Bengal on 'Application of Drone Technology in Agriculture' during 15 - 16 September 2022. Besides several dignitaries of Dept. of Agriculture, your self-presence gave a boost to understanding the importance of the program and also the strong collaboration of our institute with CLI in a meaningful program.

With regard and also with the expectations of further collaboration in the coming years.

Dr. Manas Ghosh

Director

State Agricultural Management &

Extension Training Institute -West Bengal

Ramakrishna Mission Ashrama

Narendrapur, Kolkata- 700 103.

IMPACT MODEL

CropLife India has been a champion of sustainable agriculture, safe food and safe and judicious use of crop protection products, even during the unprecedented times for farmers’ education drive on the use of Personal Protective Equipment and on Safe and Judicious Use of Crop Protection Products, which went into digital mode during lockdown.

CropLife India has been in the forefront by way of sharing inputs, suggestions and best practices in supporting the Government for Progressive Policies for Precision Agriculture and Sustainable Container Management.

We are proud recipients of prestigious awards such as Ray Consulting’s Agri Business Summit Award (ABSA) 2022, FICCI’s “Changing Public Perception” award and CropLife Asia Stewardship Award “Best Digital – Contribution to Indian Agriculture during the Covid-19 Pandemic” in 2021.

CropLife India plants seeds of safety to harvest health

As the campaign noted, **“When you sow the seeds of safety you harvest peace and health plenty.”**

CropLife India provides support over and above product stewardship. When India’s farming community found itself confronted with the double threats of the COVID-19 pandemic and a devastating infestation of locusts, CropLife India responded by supporting a two-pronged approach.

Realizing that unhealthy farmers could not help maintain the food supply, CropLife India took action to educate farmers, focusing on advanced safety protocols to minimize the spread of COVID-19. This was imperative, as keeping the farmers safe from COVID-19 also meant keeping the nation fed and the important agricultural sector functioning – in the midst of a global pandemic.

In addition to protecting farmers, they were also supported in managing crop pests, which in 2020 were made worse by the arrival of swarms of desert locusts.



CropLife India launched an extensive outreach program by leveraging digital tools and technology. CropLife India developed a series of communication materials viz. Farm Heroes Poster, Covid -19 Safety Poster, Farmer Education Posters on “Safety points in farming during Covid-19 pandemic”, Children Rhyming Poster and videos such as Farmers’ Training Film, Health Practitioners training, pamphlets and other educational tools that emphasized locust control measures, COVID safety practices and the role of drone technology. These materials were translated into local dialects and widely circulated on social media. CropLife India forged new partnerships for the common goal of farmer’s awareness thus acting as an effective knowledge partner for the agricultural sector during the ongoing crisis.



As a success, Over 2 million stakeholders reached through digital platforms in spite of Covid-19 restrictions.

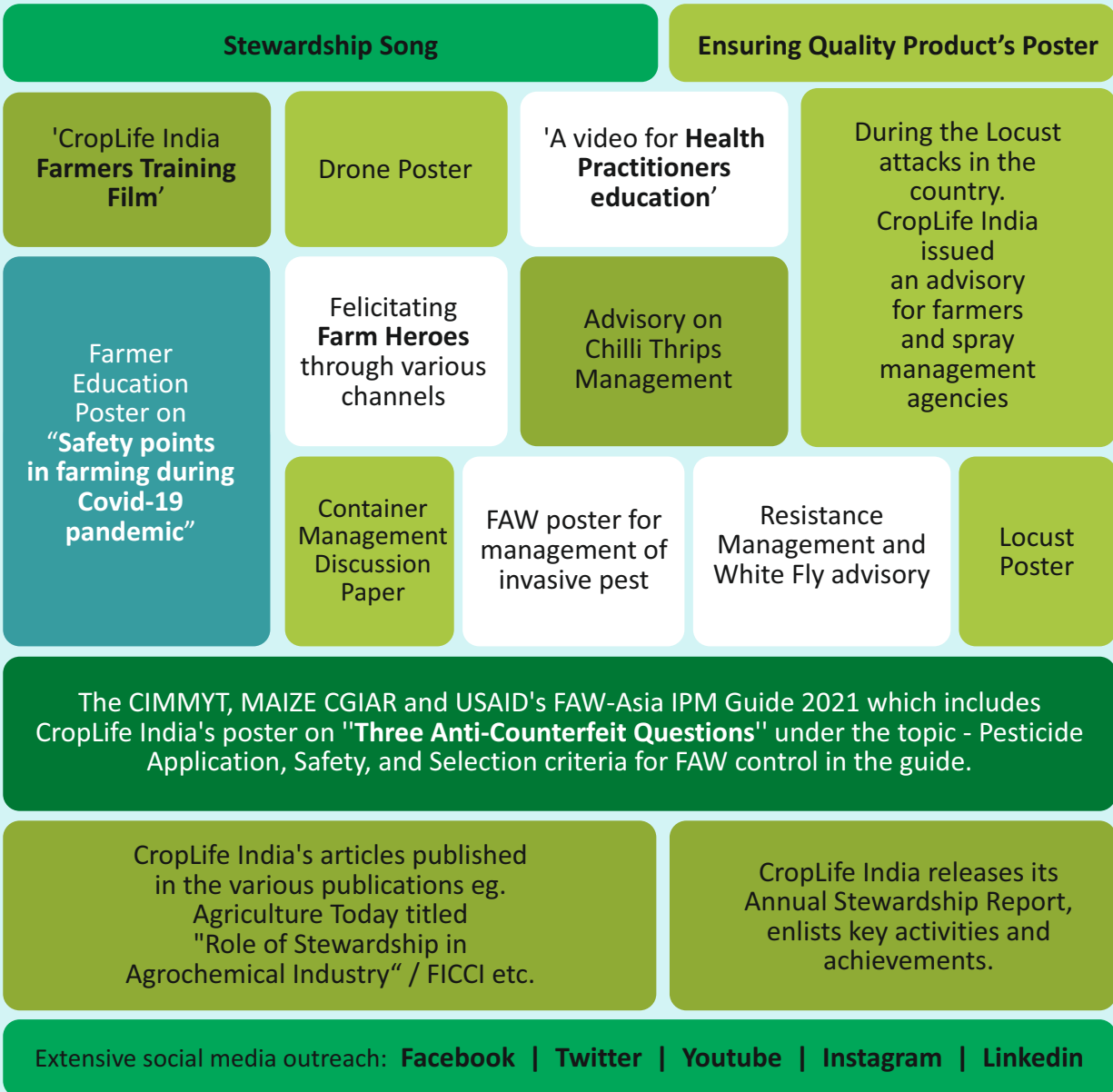
A range of stakeholders including, farmers, Government, extension officers, women, influencers and medical community participated in this outreach. Recognition and awards from state governments built further trust of CropLife India during the time of crisis. Apart from that, elevated local farmer leaders on regional and global platforms and recognized them for their continuous and strenuous efforts.

CropLife India is committed to the upcoming challenges and well prepared with more innovative approaches to deal with the situation and to provide critical support to its key stakeholders.



Key Tools for Digital Knowledge Sharing

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



What's Next



REACH INITIATIVES

CropLife India has been demonstrating its sustained commitment to promote stewardship as the key driver for a resilient, sustainable and a profitable food and agribusiness sector in India through multiple initiatives.

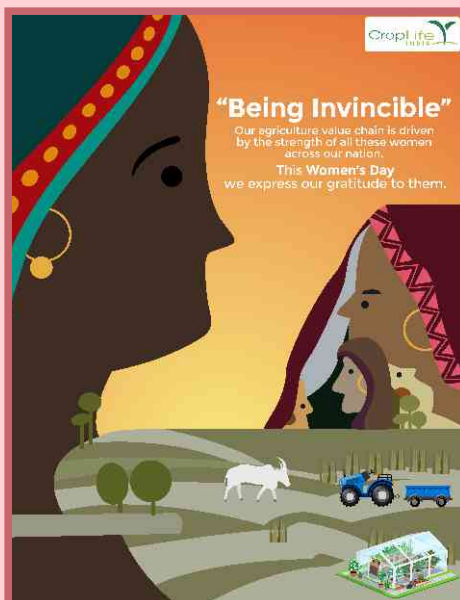


1. CropLife India Women’s Day Program

CropLife India celebrated 'International Women's Day' with Women Farmers and State Govt. officials on 07th March 2022 in Ayodhya, Uttar Pradesh.

Through this workshop-cum-training program, CropLife India recognized the invaluable contribution of women farmers in agriculture and also conducted some skill development training activities. Apart from the State Govt. authorities, KVKs, SAUs, CropLife India member representatives, more than 200 women farmers participated and trained by subject matter specialists.

The Chief Guest Shri Lallu Singh, Hon’ble Member of Parliament, Ayodhya, Faizabad District presided the function and even shared on his Facebook and Twitter pages.



In addition, CropLife India also collaborated with Indian Farmer, (Mr. Santosh Yadav having more than 2M followers on YouTube) for enhancing our social media presence. The video was posted on YouTube, Facebook and Instagram for outreach to the farming community. CropLife India also developed theme based poster & amplified at various platforms. The programme received extensive media coverage both online & offline.



2. CropLife India Stewardship Kit

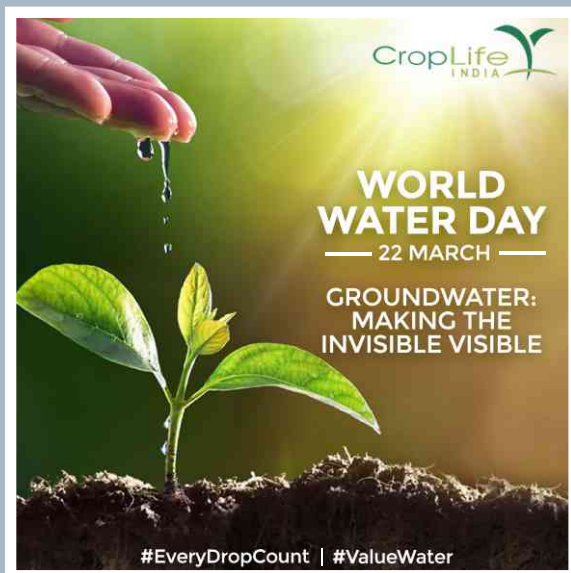
A Joint Initiative of CropLife India and its Member Companies

The **CropLife India Stewardship Kit** was created, having a film and a brochure to showcase the stewardship efforts of CropLife India and its member companies, emphasizing the importance of "Ease of Doing Farming through Partnership". This project was conceived to collate, organize and exhibit the significant contributions of CropLife India and its member companies towards welfare and development of India's agricultural sector, to key stakeholders in and outside India.

This Stewardship Kit intends to enhance the image of the agrochemical industry and also effectively demonstrate its efforts. The kit was distributed among key stakeholders and successfully reached out more than 5000 stakeholders via various modes of communication



3. World Water Day 2022



Cognizing the importance of water in agriculture and allied sector, UNO has declared 22nd March as World Water Day. Taking forward, "World Water Day" was celebrated by CropLife India with the message that judicious & responsible usage of water is imperative for the sustainable future.



4. National Farmers Day

Recognizing the efforts of farmers on the occasion of 'Kisan Diwas', CropLife India honored progressive farmers at an event in Agra on 23rd December 2022. The event was graced by several District officials of the Agriculture Department, Agra.

- ✓ Apart from other district officials, Ms. Anuradha Sharma, Plant Protection Officer, Agra participated and addressed the gathering.



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.



ENGAGEMENTS & MONITORING

Enhancing the awareness of farmers on safe and judicious use of agrochemicals, right time of usage, dosage; safe disposal of containers; etc. is of prime importance and is part of product stewardship. With this objective, various programs have been organized throughout the year.

1. Responsible Use and Ensuring Quality Inputs of Crop Protection Products Pilot Project, Agra District, Uttar Pradesh

CropLife India under this initiative putting endeavour to reach out to farmers & farming community to raise inclusive awareness, inculcation, promotion and up skilling on upcoming agriculture technology and responsible use of crop protection products. This Pilot Project is ongoing in five selected blocks of Agra districts in five identified villages in each of those respective villages in Cluster Model by developing responsible & judicious use of crop protection products ambassadors and develop village clusters stewardship model through structured training, orientation and demonstration for selected farmers in identified villages of Agra district in Uttar Pradesh. The project aims to disseminate information on Safe & Responsible use of agrochemicals as well as skill development sessions for the welfare of the farmers.



With the help of the implementing partner N RUDRA, various activities have been undertaken so far to create the awareness. Some of the activities are:

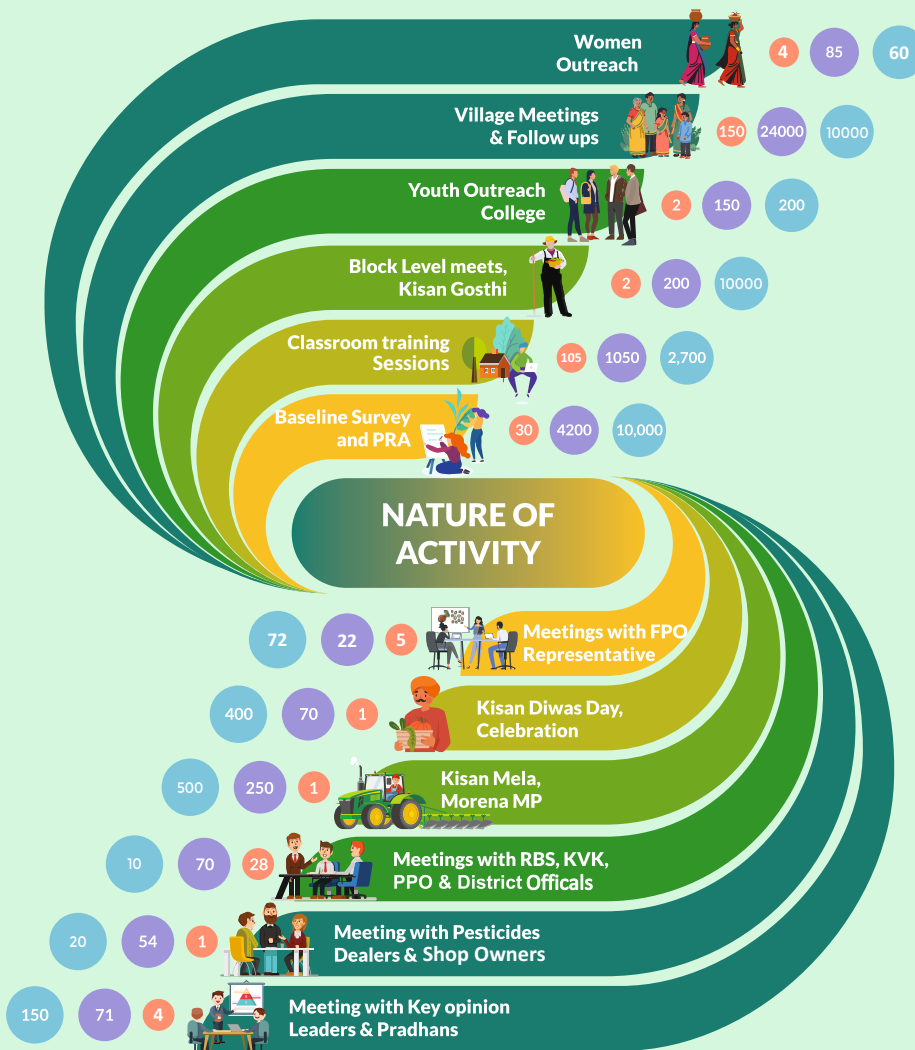
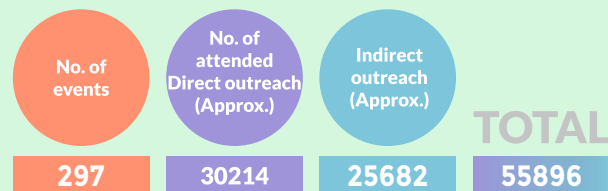
- ✓ Baseline Survey & PRA conducted for the project villages of all the Blocks and reached more than 4200 Farmers.
- ✓ Conducted Classroom Training Sessions for Farmers.
- ✓ School Outreach activities have been initiated in 4 Blocks in rapport with respective block education officer.
- ✓ Several meetings were held with State officials and other key stakeholders. Meetings with faculties of KVKs, Deputy Director Agriculture, Agra; District Agriculture Officer; Faculties of RBS Agriculture College, Agra; different village Pradhans; Aganwadi officials; Agriculture District Officer; interaction with FPOs (Farmers Producer Organization); ITC Officials; DDM NABARD Agra; Director Central Hindi Institute Agra; Faculty of Amal Khera Girls College; Faculty of Agra Medical College; students of RBS College, Bichpuri, KOL to name a few.
- ✓ Mrs Anuradha Sharma, Plant Protection Officer, Agra along with 3 APPO & other district officials participated in CropLife India's Kisan Day event celebration in Barara village, Agra.

CropLife India also marked its presence at the Krishi Mela of Morena District, Madhya Pradesh wherein the CropLife India team interacted and shared about CropLife India & its key initiatives with Hon'ble Union Agriculture and Farmers Welfare Minister, Shri Narendra Singh Tomar. Various ofther officials of Central & State Government were also part of this event.

Outcomes –

- ✓ The District officials esp. from RBS, KVKs, FPOs and agricultural universities are not only providing the technical inputs but also helping in execution of on ground activities.
- ✓ Farmers responding to this initiative with affirmation & articulating the need of such awareness drive.
- ✓ It is being reflected through their queries related to PPE use, spraying techniques, identification of genuine and authentic Agrochemical, that they are perceiving the message positively.
- ✓ The sensitization towards safe empty container disposal & assuring No reuse, perceptible acceptance of Personal Protection & Hygiene before & after spray activity, acceptance of theme Integrated Pest Management are well taken by the farmers.
- ✓ Farmers thrilled with convergence of activities with KVKs & PPO.

Total Direct & Indirect Outreach of the campaign



2. Chilli Thrips Management Awareness Campaign

CropLife India has initiated a special awareness campaign in two districts (Guntur & Prakasam) of Andhra Pradesh for creating awareness among chilli growing farmers on the management of Thrips in Chilli cultivation.

The project aims to train the trainers, FPO representatives, Farmers in regards to the management of chilli thrips in the critical districts of Andhra Pradesh and make them adopt some best package of practices to address the issue.

CropLife India has also developed the Advisory on Chilli Thrips Management (including both species of Chilli Thrips), available in vernacular languages.



✓ Village level Farmer Meetings by the Agriculture experts

This is the major intervention taken up by the Agriculture experts mainly at the village level and also at cluster level.

During the training programs, FPOs took the responsibility of arranging the meetings and mobilising the farmers to these camps and our agriculture experts explained the thrips management practices to the farmers and educated them to adopt the IPM practices in cultivating the Chilli. More than 2500 farmers have been trained so far on the management of chili thrips.



Numerous meetings and activities have been undertaken so far, Such as:

✓ Training to the FPO representatives

The FPOs have been engaged as an important knowledge sharing tool to create the awareness among the farming communities. We have started working with 12 FPOs in both the districts and initially organised the training to the representatives of the farmers. More than 195 FPO representatives have been trained for organising the cluster level training programmes. These representatives were guided by Agriculture Officers and Horticulture Officers.

Chilli Thrips ADVISORY

Life History: Thrips are wingless insects that have advanced feeding ability.

Chilli Leaf Thrips (*Scirtothrips dorsalis*) and new invasive thrips species (*Thrips parvispinus*) – black thrips / flower thrips are major sucking pests of Chilli. *Thrips parvispinus* is rapidly spreading across several Chilli growing states of India. Due to this, chilli growers are experiencing heavy losses.

Thrips have a high reproduction potential. They feed on flower buds / flowers, tender leaves and developing fruits. They suck the sap by direct feeding, resulting in flower drooping, upward curling of leaves, elongated petioles, drying of leaves, and stunted growth and scrapping of chilli fruits. Early infestation results in stunted crop growth. These damages result in causing economic losses to farmers.

Thrips parvispinus on flowers.

Damaged leaves and fruit due to *Scirtothrips dorsalis*

Crop Management

- For effective management of Thrips in Chilli it is advisable to adopt an Integrated Pest Management approach.
- Adopt crop rotation with non-host crop.
- Do not follow Chilli and Onion mixed cropping.
- Completely destroy previous crops debris. Maintain hygiene in field. Keep field clean.
- Apply Neem cake to the beds at 100 kg/acre in two split doses.
- Ensure to keep field, bunds weed free specially from weeds like *Parthenium* spp. and *Abutilon* spp. which work as off season host.
- Use healthy and pest-free seedlings for planting.
- Erection of blue sticky traps at 25- 35 per acre for mass trapping immediately after transplanting.
- Use biologicals, approved by CIB/RC, appropriately.
- Use of insecticides approved by CIB/RC for Thrips management.

R

Do not apply insecticides with same Mode of Action (MoA) repeatedly. Rotate with different MoA insecticides.

Follow window approach for spraying insecticides as shown in chart. If you use one MoA insecticide in window 1 do not use it in window 2. You may use it in window 3.

Do not use one MoA insecticide more than 3 times during crop season.

At present, insecticides belonging to 12 different MoA groups are approved by CIB/RC.

Use insecticide at recommended label rate. Do not underdose or overdose.

Use hollow cone nozzles to spray insecticides. Ensure to use sufficient water volume, that will provide a thorough coverage of plants at all crop stages.

Buy insecticides from authorized retailers / dealers.

Follow all recommended safety measures while handling insecticides at all stages.

For approved label claim pesticides information, pls visit CIB/RC website: www.ppqg.gov.in/regions/cib-rc/cibrc

DAS - Days After Sowing, DAT - Days After Transplanting

This document is compiled based on information available from public domain and for more details on product recommendation, please follow CIB&RC website
www.croplifeindia.org



✓ Conducting the plots demonstration

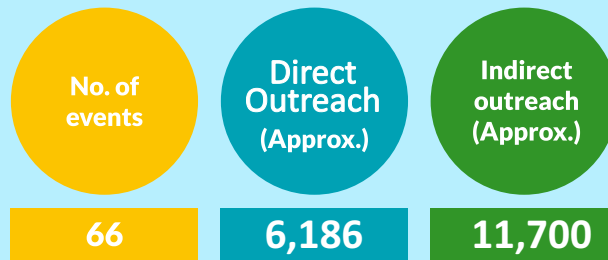
Field demonstration is a long term educational activity conducted in a systematic manner in farmers' fields to show worth of a new practice/ technology. "Seeing is believing" is the basic philosophy of field demonstrations. Only proven technologies are therefore selected for field demonstrations. These Demonstration plots are farmer-owned and farmer-managed plots of land used by the Lead Farmers as a platform for training farmers on Good Agricultural Practices. The four acres of chilli Demo plots have been targeted in two villages, covering two acres each both in Guntur and Prakasam Districts. Right from the transplantation, our Agriculture experts are visiting the demo plots frequently and extending required guidance & support to the demo plot farmers.

Outcomes:

- ✓ The objectives of CropLife India's initiatives and its interventions for the benefit of the farming communities have clearly been noticed by the Government officials, other state/districts officials, Farmers and FPO representatives.
- ✓ The representatives of the selected FPOs have been equipped with the skills & knowledge on the Thrips management in Chilli cultivation and IPM practices and as a result, they are educating their fellow farmers and helping our agriculture experts during the farmer meetings.
- ✓ Extensive awareness has been created among the chilli farmers in 44 villages through organising the village level farmers meets and plots demos.
- ✓ The farmers are making calls to our Agri experts as well as State Government experts to get the feedback on crop management practices.



Total Direct & Indirect Outreach of the campaign



56 | 2411 | 5000

Village level farmer meets



1 | 3500 | 5000

Exhibition stall at 3 days event of Ag-Tech 2022 at Guntur



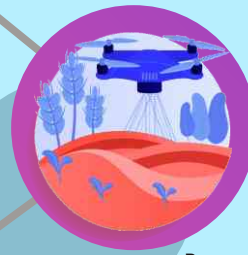
1 | 75 | 1000

District level workshop



2 | 2 | 300

Demonstration



Drone

3 | 195 | 400

Training to FPO representatives



3 | 3 | 0

Meeting with Commissioner Agriculture, Govt. of AP/ RBK officials/ VC, ANGRAU



3. One Day Orientation Program On Chilli Thrips Management, Best Agricultural Practices And Drone Technology In Agriculture, Guntur, Andhra Pradesh

The event was organized by CropLife India with the help of the implementing partner EFFORT on 25th August 2022 in Guntur District, Andhra Pradesh.

Dr. Sujatha, Deputy Director of Horticulture, Government of Andhra Pradesh was the Chief Guest. Other key officials present on the occasion were and entomologists of Dr. YSR Horticulture University of Andhra Pradesh, Scientists of Krishi Vigyan Kendra and Extension Officers, Farmer Producer Organizations (FPOs), distributors, retailers, member companies and Government officials.

During the event, the key speakers expressed their views on key issues such as management of thrips in chili crops, recommendations to be followed, nursery management practices, land preparation, IPM approach, soil testing, bee keeping etc.

A Drone session was also part of the event wherein one of the well-known Drone Service provider, Marut Drones, introduced the technology with the farmers and conducted the demonstration part to make them well aware about the technology. The session was well received by the participants.



4. CropLife India & SAMETI - West Bengal collaboration on Application of Drone Technology in Agriculture

CropLife India jointly with SAMETI, organized a two days training program on “Application of Kisan Drone Technology in Agriculture” on 15th & 16th September 2022 at SAMETI, Narendrapur, West Bengal.

- ✓ This programme was a joint initiative to reach out to key stakeholders and impart focused familiarisation on usage and application of drone technology in agriculture.
- ✓ Through this training program, more than 40 FPOs & Agricultural Officers participated and received training. They were also targeted for effective knowledge transfer and wider outreach.



✓ Swami Sarvalokananda, Secretary, Ramakrishna Mission Ashrama, Narendrapur; Mr. Hrishikesh Mudi, Special Secretary, Department of Agriculture, Government. Of West Bengal; were the Chief Guest.



Sr. Scientist, NBSSLUP, ICAR, Kolkata, Engr – Head & GM, RRSC-East, ISRO, Kolkata, Associate Pofessor, IIT, Kharagpur and Dr. Manas Ghosh, Principal ATC & Director SAMETI were the key speakers & addressed the participants.

✓ Key dignitaries present on the occasion were officials of SAMETI, Scientists of Krishi Vigyan Kendras and Extension Officers, Farmer Producer Organizations (FPOs), member companies and other officials.

✓ **Excellent Drone Training Session** was conducted by Mr. S Gandhi, Drones Tech Lab (Drone Service Provider) , Kolkata.



During the program, **CropLife India released its Drone poster** for quick reference & further dissemination.



Compliance With Government Regulations And Guidelines Is Critical For Drone Operation

- Confirm not to fly in the no fly zone
- Understand the local aviation laws
- Drone pilots should be trained on both drone operation and safe use of pesticides.
- Ensure appropriate place for takeoff and landing
- Create sufficient buffer zone between drone treated target crop and non target crop
- Do not spray pesticides near water sources

Follow all recommended safety measures while handling crop protection products at all stages. Helmets should be mandatory for drone operators, navigators and assistants during operation.

SOP

During Application

Post Application

www.croplifeindia.org

5. FRAC INDIA Workshop

CropLife India Fungicide Resistance Action Committee (FRAC) organized a workshop on 21st January 2022 virtually. Dr. P. K. Chakraborty, Ex ICAR & Dr. Sujoy Saha, NRCG Scientist participated along with some global speakers.

Dr. Sujoy Saha shared resistance challenges and opportunities faced in vegetable and fruit crops. He suggested few recommendations during the session. Dr. P. K. Chakraborty shared his long experiences and regulatory prospective of the industry. He emphasized that IPM practices are critical for sustainability and chemical control management an important pillar.

It was decided to develop some resistance management tools to create awareness and educate farmers on Good Agricultural Practices.



The results of CropLife India's stewardship campaigns have been significant. Farming communities adopted measures to discourage the locusts from settling in the fields and India became the first country to use drone technology to precisely spray crop protection products to control the pests. Farmers became local advocates for the safe use of crop protection products and coronavirus mitigation measures, sharing what they learned with their neighbours and other farmers in their communities. And in many localities, the recognition and appreciation efforts instilled a sense of pride that fostered fellowship and a sense of mutual responsibility among farmers.

PROBLEM DEFINITION RESEARCH

CropLife India is actively involved in research based initiatives providing critical and authenticated information to concerned authorities. Besides that 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.

1. PPE Behavioral Change Project in India

A PPE Behavioral Change Project in India was jointly commissioned by CropLife International, CropLife Asia & CropLife India.

CropLife India has engaged ideas42 to study the behavioral barriers to uptake of Personal Protective Equipment (PPE) among farmers during agrochemical application.

Key Highlights Of The Project

Successfully completed Phase I which included the Define and Diagnose stages and made significant progress to understand PPE usage practices and identify the diverse drivers. Through a rigorous process of conducting interviews and research with farmers and agriculture stakeholders in stakeholders in Phase -1, some behavioral barriers were identified as reasons for the lack of usage of PPE by farmers, such as:

- ✓ Farmer's perceptions of pesticide exposure are inaccurate
- ✓ Farmers use faulty mental models (and rules of thumb) around PPE components and use
- ✓ Farmer's experience with formal PPE so far has been unsatisfactory
- ✓ Farmers are present-biased when making PPE-related decisions
- ✓ Farmers have misperceptions about companies' intention to promote PPE

In Phase II of the project, a pre-design workshop and field visit to confirm the diagnosis findings across the finalized pilot locations of Warangal in South India and Jaipur in North India were started. Two member companies, Corteva and FMC in the South and North respectively were partnered to test the effectiveness of behavioral solutions among ~300 farmers across both locations.

A series of design ideation activities were conducted with participation of member companies, CropLife India team and Ideas42 teams to shortlist behavioral intervention. The designs shortlisted for implementation in the pilot are:

- ✓ A communications campaign on the importance of using basic PPE (full pants, full shirt, nitrile gloves, boots) and the need to purchase nitrile gloves
- ✓ A coupon-based purchase discount to encourage farmers to purchase nitrile gloves for spray application

These designs were user-tested and refined with farmers, retailers, and member companies on field in both locations. In September 2022, a baseline survey was conducted among small farmers meeting a pre-set criteria across select villages in Jaipur and Warangal through a survey agency.

During phase II, key activities undertaken between September to December 2022

- ✓ Implemented a 12-weeks communications campaign through WhatsApp groups for both locations where 18-20 behaviorally designed messages, posters, images, and videos were shared on safety and awareness regarding PPE

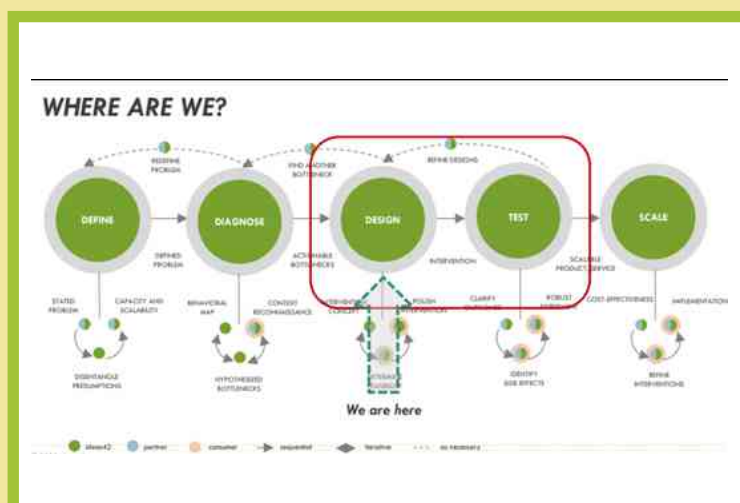
Developed an animation video to strengthen farmer's intention to purchase and use nitrile gloves, highlighting an analogy of cricketers using protective gear in professional sports

Introduced awareness videos with testimonials of farmers and doctors from the same villages to drive purchase and usage of gloves

- ✓ Briefed field staff of member companies and provided guidelines for distribution of coupons to the farmers and launched coupon incentive intervention
- ✓ Ensured supply of nitrile gloves at selected retailer outlets in the pilot villages for the period of the intervention in coordination with member companies and distribution partners
- ✓ Designed and developed the coupon with a time-based incentive for purchase of nitrile gloves
- ✓ Distributed awareness posters on use of nitrile gloves to be displayed at retailers
- ✓ Conducted mid-line checks and field visits in both locations across all stakeholders to get feedback on intervention implementation and course correct for any on-ground challenges in the intervention
- ✓ Conducted the end line survey in Jaipur among 150 farmers through the survey agency

Next steps

- ✓ Complete endline survey for Warangal
- ✓ Conduct data analysis to measure the outcomes of the intervention
- ✓ Aggregate findings and present results from the analysis to CropLife member companies
- ✓ Develop dissemination material and project reports



2. Container Management System in India

CropLife India and its members are committed towards safe and responsible use of crop protection products and its disposal in a sustainable manner to protect the farmers and environment.

Establishment of an efficient and sustainable Container Management System requires strong support of the Government and coordination amongst multiple stakeholders. It is not feasible for Agriculture Input Industry alone to take up all the tasks by itself.

In light of the above, the Container Management task force of CropLife India with the support of CropLife International has been working on advocating CropLife India's position, which highlights the need for mapping roles of each stakeholder in the value chain for a sustainable empty pesticide container management ecosystem. A Roadmap for Sustainable Management OF Empty Pesticide Containers in India Position Paper on same was circulated to all the stakeholders.

CropLife India is in the forefront for policy consultations and proposing road map for sustainable management and possible re-classification of EPC as non-hazardous.

✓ CropLife India Container Management Symposium 2022

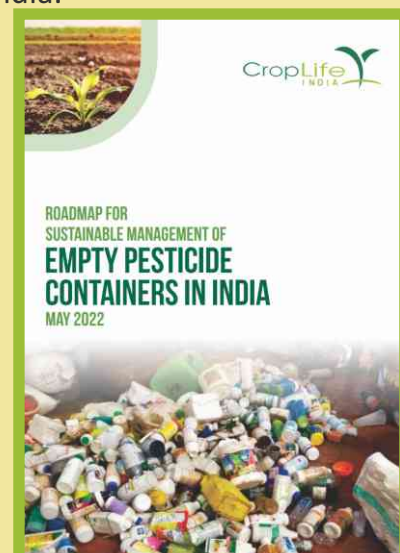
CropLife India organized a Virtual Symposium on Roadmap for Sustainable Management of Empty Pesticide Containers in India on 25th May 2022 via Video Conference.

The symposium was the first of its kind initiative and the first step towards bringing all concerned stakeholders on one platform, initiate dialogue and multi stakeholder engagement towards the important topic of sustainable management of EPCs.

The Symposium was a great success, with over 300 registration by delegates from across the world including Asia, Europe and Africa. Many senior Government officials, retired experts and industry veterans joined.

A CropLife India Discussion Paper "Roadmap for Sustainable Management of Empty Pesticide Containers" was released during the symposium.

The speakers deliberated over the issue of supportive and balanced Policy Framework and Roadmap towards sustainable disposal of Empty Pesticide Containers in India.



✓ Triple Rinsing Study with AINPPR, IARI, New Delhi

A study has been undertaken by the All-India Network Project on Pesticide Residues (AINPPR), Indian Agricultural Research Institute, New Delhi, Government of India, regarding estimation of Pesticide Residues in Empty Pesticide Containers following Triple Rinsing Approaches.

The purpose of this study is to provide a balanced body of contemporary certainty, supplemented by research and analysis to initiate a process enabling the Indian Government to decide on a reclassification of decontaminated primary pesticide packaging in India; and establish Triple Rinsing as a sustainable method for management of empty pesticide containers.

The results are in preliminary stage. The final result will be used to support potential re-classification of triple rinsed EPCs and to help formulate sustainable policy for EPC management in India.



✓ Inter-ministerial Committee to review the use of Insecticides and hazardous chemicals - constituted by Cabinet Secretariat

The Department of Agriculture & Farmers Welfare has formed an Inter-ministerial sub-committee/working group to work on the important topic of collection and disposal of empty pesticide containers.

The first meeting of the Sub-Committee constituted by PP-Div. DA&FW, Ministry of Agriculture and Farmers Welfare on the "Inter-Ministerial Committee to review the use of Insecticides and Hazardous Chemicals- Constituted by Cabinet Secretariat," under the Chairmanship of the Plant Protection Adviser, DPPQS was held on 28th July 2022 and second meeting on 16th Aug. 2022 through online mode.

The high powered inter-ministerial sub-committee meeting was the outcome of CLI's representation to the concerned authorities & international symposium held on 25th May 2022.

The Container Management symposium helped to bring all concerned stakeholders on one platform, initiate dialogue regarding multi stakeholder engagement towards the important topic of sustainable management of EPCs. Most of the relevant stakeholders have been captured for deliberations wherein Triple rinsing study has generated lot of positive interest.

The terms of reference of the meeting is to discuss and decide the responsibility for collection and disposal of the empty containers of Pesticides. And to suggest about creation of required infrastructure or linking with existing infrastructure setup for the disposal of hazardous plastic waste pesticide containers.

On the basis of the discussion held during these meetings, a task force has been formed by the committee to work on the draft modalities/ possible way forward. In the next course of action, the committee will review the representation and proceed accordingly.

PARTICIPATION & DELIVERY

CropLife India has made a significant progress in extensively reaching out to the key stakeholders. Adoption of the best practices is critical and digital communication is necessary to bridge the technology gap. CropLife India continued to promote safety as the key driver for resilient and sustainable agriculture during the last year and digital advisories are an imminent part of the outreach. CropLife India continued to champion several initiatives for sustainable agriculture, safe food as well as judicious use of crop protection products for the education of farmers even during the pandemic.

1. CropLife International's Festival of Plant Science Stewardship

CropLife International organized the first edition of the “Festival of Stewardship” webinar on the 8, 9, 10th February 2022 to feature the progress in CropLife over the last 10 years and strategy moving forward.

The objective for the Festival was to inspire the strengthening of stewardship around the world and speakers to share their own experiences from their learning.

The ‘break out room’ function was also held for more informal interactions on the topics of the presentation and used social media to continue the interactions beyond the Festival event. CropLife India was part of the highlights along with other regions to share their best practices and also invited to share learning and views on "Going beyond product stewardship" on 10th February.



2. Andhra Pradesh Agritech 2022

CropLife India participated in AgriTech Andhra Pradesh 2022 from 14th - 16th March, 2022 at Government Arts College, Rajahmundry, Andhra Pradesh.

- ✓ Showcased CropLife India’s stewardship initiatives and screened Farmers’ training film at the conference.
- ✓ Key State Government authorities visited and addressed the participants during the event.



3. Virtual Summit on ‘Designing and Implementing Brand Protection Solutions’

CropLife India participated as a panelist in the Virtual Summit on ‘Designing and Implementing Brand Protection Solutions’ organized by **ASPA & Messe Frankfurt-08 April 2022**.

Mr. D’Arcy Quinn, Director-Anti-Counterfeiting, CropLife International presented his views on behalf of CropLife during the program.



4. International Summit on “Artificial Intelligence & Digital Applications in Agriculture”, New Delhi

FICCI’s Agriculture Desk organised its 2nd edition of the “International Summit on “Artificial Intelligence & Digital applications in Agriculture”, on May 19-20, 2022. The programme was jointly organized with the German Agribusiness Alliance, and Knowledge Partner Pricewaterhouse Coopers (PwC).

CropLife India was invited as a Strategic partner for this prestigious program. CropLife India shared its views during the virtual panel discussion “Sustainable agriculture with AI and Digital applications” on 19 May (Day 1).

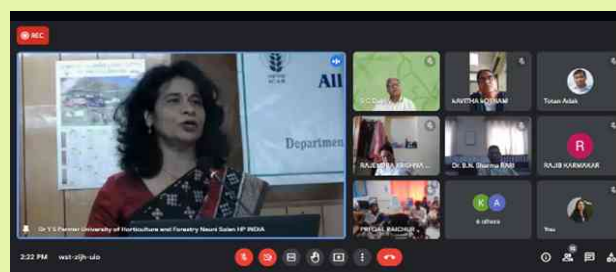
The second day of the event was held physically on 20 May 2022 at Federation House, FICCI; which included an exciting panel discussion and Valedictory Session with senior Government officials.

5. AINPPR 30th Annual Review Meeting

CropLife India was honored to receive the invitation from Dr. Vandana Tripathy, Network Coordinator, AINPPR, Pusa to join the 30th Annual Review Meeting of AINPPR on 20-21st June 2022 at Dr. Y.S.P. University of Horticulture & Forestry, Nauni, Solan in hybrid mode.

This was the first time when CropLife India was invited to share its views during the session – Interaction with Industry stakeholders.

Apart from various state agricultural universities, ICAR, Industry representatives were also present during the meeting.



6. FICCI India Chem 2022

CropLife India participated in India Chem 2022 scheduled on 2nd and 3rd November 2022 at Pragati Maidan, New Delhi. India Chem is a biennial event organized by the Department of Chemicals & Petrochemicals, Ministry of Chemicals & Fertilizers, Government of India in association with Federation of Indian Chambers of Commerce and Industry (FICCI). The year 2022 witnessed participation from 57 countries, with more than 6000 visitors.

CropLife India Stall - As done during the year 2018; CropLife India had taken up a Stall (A-3, 84), which was utilized to disseminate information about our various endeavours across departments. The team involved in the RU & ACF Project in Agra, sang a song on the Responsible use of Agrochemicals; which became the attraction in the entire exhibition.

Shri Narendra Singh Tomar, Hon'ble Minister of Agriculture & Farmers Welfare and Shri Bhagwanth Khuba, Hon'ble Minister of State, Ministry of Chemicals & Fertilizers visited our stall during his visit to India Chem .

Conclave on Global Agrochemicals Industry - Day Two witnessed the congregation of the Agrochemical Industry in a Conclave wherein the Chief Guests were -

- ✓ **Shri Narendra Singh Tomar**, Hon'ble Minister of Agriculture & Farmers Welfare
- ✓ **Shri Bhagwanth Khuba**, Hon'ble Minister of State, Ministry of Chemicals & Fertilizers
- ✓ **Shri Manoj Ahuja**, Secretary, Ministry of Agriculture & Farmers Welfare
- ✓ **Shri Arun Baroka**, Secretary, Ministry of Chemicals & Fertilizers

CropLife India views were presented by **Mr. Anil Kakkar, Vice Chairman, CropLife India.**

CropLife India received an extremely warm attendance from the member organizations during the event and a Knowledge paper was also released in the inaugural session during the event.



7. ANGRAU Agtech 2022

CropLife India participated as a supporting association in a conference and exhibition organized by Acharya N. G. Ranga Agricultural University (ANGRAU) in Lam Farm, Guntur district of Andhra Pradesh during 3rd - 5th December 2022.

The objective of this Agtech was to make the farmers aware of the farmer-friendly policies of the government, to give information to farmers about new technologies to double their income and also to make the state an advanced pioneer in the field of agriculture.

The conference & exhibition was inaugurated by the Hon'ble Minister of Agriculture & Cooperation & Marketing, Shri K. Govardhan Reddy, Government of Andhra Pradesh as a Chief Guest and he addressed the gathering.

CropLife India interacted & distributed leaflets among visiting farmers who had thronged from various villages of Guntur region. It was heartening to get invitation to their area as well and a comment of needful intervention by the audience in the event.

Additionally, CropLife India Team of 3 folk singers performed our project awareness song on theme 'Responsible Use & ACF' song in Telugu adaptation of Guntur region in local style. The song was well taken among visitors & hosts.

CropLife India team also met Dr. A. Vishnuvardhan Reddy, Vice Chancellor, ANGRAU, Guntur, Andhra Pradesh during the program and discussed the way forward plans.



INNOVATIVE APPROACHES

CropLife has always been a strong advocate for adoption of innovation, precision agriculture and capacity building, as a tool for sustainable farm prosperity.

1. Deployment of Drones Application of Agrochemicals in India

As we all are aware, Agriculture is a backbone of Indian economy and digital agriculture has added tremendous value in enhancing it further.

Modern Innovation and Technology can help create a paradigm shift in agriculture productivity, quality, farmers' income and livelihood.

We were closely involved and contributed to the crop protection and soil nutrient drone application SOP and Guidelines, as part of the expert committee set up by the Government.

In the past CropLife has always been a constructive partner and a thought leader - initiating concrete dialogues and action plan involving all stakeholders - on emerging topics. Drone application for agriculture and agrochemical spraying, was one such topic. CropLife India conducted the first ever knowledge seminar on Drones in July 2020 - which was a major success - and led to Ministry of Agriculture and Ministry of Civil Aviation opening up Kisan drones sector, and come out with progressive SOP, Guidelines and Policy framework for quick adoption of this new technology for Indian farmers.

There has been an incredible progress in last 2 years on Atmanirbhar Kisan Drones. "Kisan Drones" (ie. Drones for Farming); particularly used for spraying agrochemicals to touch several aspects of sustainability: such as greater accuracy & precision; higher efficiency, lower water consumption, operator safety, creation of new jobs and entrepreneurship.

CropLife India took the opportunity to promote drones to control locust, resulting in government to lift restrictions on drone use in agriculture, which continue to advance today.

As an important development, after meticulous efforts of CropLife India, the proposal were made to Government on the draft guidelines that have been released by the Government. After rigorous rounds of discussion Industry has also shared the concerns and recommendations. It is a matter of great recognition for CropLife India, CropLife Asia and CropLife International experts that their inputs have been accepted. Globally India is being seen as one of the best-case study for Drone Regulations.

CropLife India will continue its efforts to introduce new and advanced technologies for the welfare of the farmers.



2. Progress on the matter of Barcode Implementation on Product Labels

The QR code matter was again brought to the notice of the Department of Agriculture, Cooperation and Farmers Welfare for a quick decision on this matter during 3D-Regulatory Reforms meeting held on 17th, 24th Feb and 3rd March 2021.

Subsequently, Government organized a stakeholder meeting and agreed to uniformly implement the QR codes by allowing further one year timeline.

However, on the issue of QR Code implementation along with the discussion of label leaflet matter, a meeting was held with PPA and Secretary CIB&RC, wherein the industry raised the need for clarity on timelines of implementation of QR codes.

A representation was submitted on 16 January 2022 to make a request to allow sufficient time to industry to comply with printing of QR codes from July 2022 onwards. Small pack challenges with QR code still exists but since the matter is subjudice so no coercive action may take place. Proactively most of the progressive member companies are trying to comply with it.

It has been already agreed that QR Code may be placed anywhere on the retail pack which is traceable. The government's response is quite positive. Drones SOP were published in end of November 2021. We will continue our efforts to introduce new and advanced technologies for the welfare of the farmers.



3. E-Commerce – Insecticides (Amendment) Draft Rules 2021

Draft E - Commerce – Insecticides (Amendment) Draft Rules 2021 have been notified on 8th September 2021.

The E - Commerce Task Force of CropLife had two calls regarding the challenges that are anticipated regarding sale of spurious products, last mile delivery challenges and compliance with Insecticide Act. On the basis of discussions, there were some suggestions regarding probable concerns. Subsequently, comments have been submitted from CropLife India in consultation with CropLife Asia in November 2021 to Joint Secretary (PP), MOA & FW.

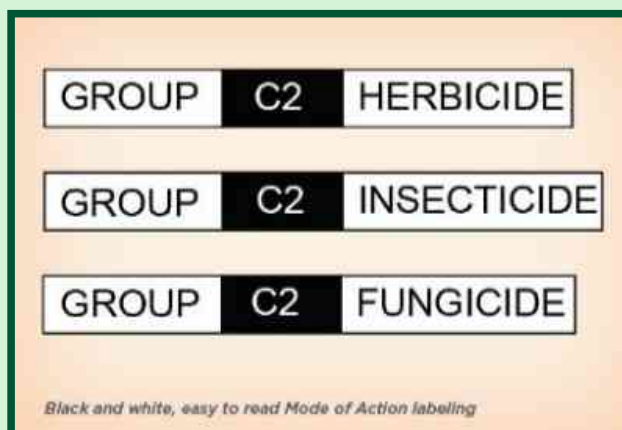
We have also met and requested Nodal officer to have deliberate discussions involving industry, E-commerce players and Government so that the operational guidelines viz a viz compliance with Insecticide Act and Rules can be done seamlessly. CropLife India already made a representation and following up with the concerned authorities in this regard.

4. MOA Labelling Update

CropLife India urging the concerned authorities for mentioning the Mode of Action as mandatory requirement on product Labels and Leaflets and an important stewardship tool for resistance management.

Resistance management is an essential pillar of effective stewardship. If pests become resistant to the crop protection products that are designed to eliminate them, the pest will thrive. The inclusion of MOA information on product labels will ensure growers have simple access to critical information to support implementation of resistance management.

In this regard, CropLife India has already made a representation to the concerned authorities and planning to organize a multi-stakeholder workshop to address the subject in detail.



KEY IMPACT

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 continue to work closely with farmers, scientific community and policy makers to address current as well as future challenges.

1. CropLife India National Conference on Sustainable Growth of Agriculture for Self-Reliant India, New Delhi

The National Conference of CropLife India was held on 27th & 28th September 2022 in New Delhi. The theme for this year's annual conference was "Sustainable Growth of Agriculture for Self-Reliant India" – spreading over six sessions, which was addressed by Hon'ble Ministers of Central and States, Governments, Policy makers, industry members among others.



CropLife India's Annual Report was also released during the programme.

Shri Narendra Singh Tomar, Hon'ble Union Minister of Agriculture has kindly contributed a thoughtful Keynote Message for our Annual Report 2022.

Krishi Jagran as a Media Partner and Nargia Andersan LLP as a Knowledge Partner supported this event.

National Conference on “Sustainable Growth of Agriculture for Self-Reliant India” — Proceedings

Key Takeaways

- ✓ The usage of Drones in agriculture, is the most sustainable model wherein the efficiency of the technology creates extremely low carbon footprints, increasing yield, improving soil fertility, the non-judicious use of agrochemicals is eliminated, MRLs are controlled, water saving is at 96% and overall, lesser input cost and higher output income to the farmers.
- ✓ The Government has formed another committee to work on the crop wise SOP for Kisan Drones and the same will be released soon.
- ✓ The priority should be introduction of new molecules and facilitating new technologies, innovations, and chemistries to the farmers. The Government and the industry need to collaborate so that the newer molecules are accepted in the regulatory system, under Ease of Doing Business.
- ✓ Ease of Doing Business is a continuous process and the Government is keen to take initiative and address all concerns of the stake holders, however, priority areas may be set so the consensus be achieved after thorough discussions.
- ✓ In case of Direct Seeded Rice (DSR), weed is a big issue. A mix of pre- and post-emergence herbicides would help, but in case of complex flora, it becomes a little complicated and unaffordable for farmers.
- ✓ Business to farmers and business to last mile connect are the solutions to tap the untapped opportunities.
- ✓ A predictable science-based policy and regulatory regime, for building a robust manufacturing base in the country, while reworking the registration timelines as per international practices along with provision of Data Protection; is a pressing priority.



✓ Need of the hour is to explore and promote all avenues to ensure penetration of new and scale neutral technologies like drones, AI and apps that make farming sustainable.

✓ India should strive to create a world class manufacturing and logistics infrastructure by way of industrial parks, easy environmental clearances, naturalized pollution treatment plants, power, water and other infrastructure to reduce time and costs besides boosting competitiveness.

Private sector and the Government should work collectively towards bringing newer and safer technology through public private partnerships.

✓ Crop grouping is an important policy that needs implementation which will discourage off label usage.

Increasing production/productivity or sustainability are important, but our attention should not be only focused around production technologies, productivity and growth of physical size of the output, but also on how market realization by farmers, can improve.



The Impact

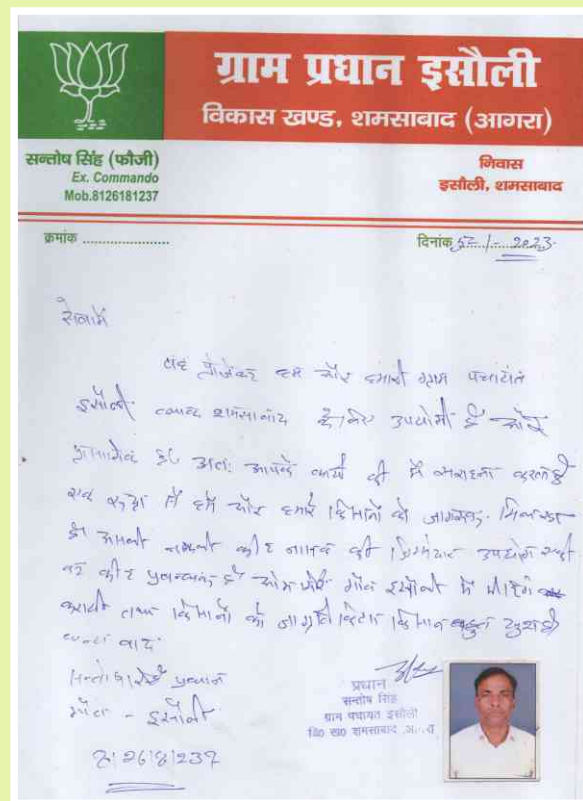
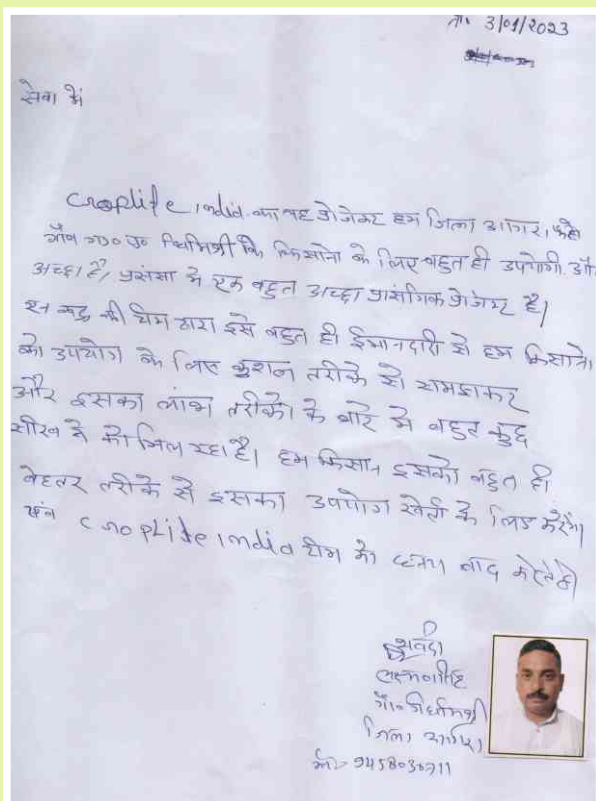
- ✓ CropLife India become the active voice amidst the disruptions caused by the pandemic, earning recognition from the Government as a trusted partner
- ✓ Partnerships with local NGOs & more emotional yet informative relationship with farmers leading to trust
- ✓ Ample educational tools and resources to create awareness amongst farming community
- ✓ Better alignment with key stakeholders, resulting in an increased knowledge sharing and enhanced quality of life of end users
- ✓ Global partners sought our input to be used for local stewardship efforts
- ✓ Various thought leadership articles were contributed and CropLife India was quoted in leading business dailies and magazines through the Year
- ✓ Revamped CLI website: www.croplifeindia.org gaining attraction

SUCCESS STORIES

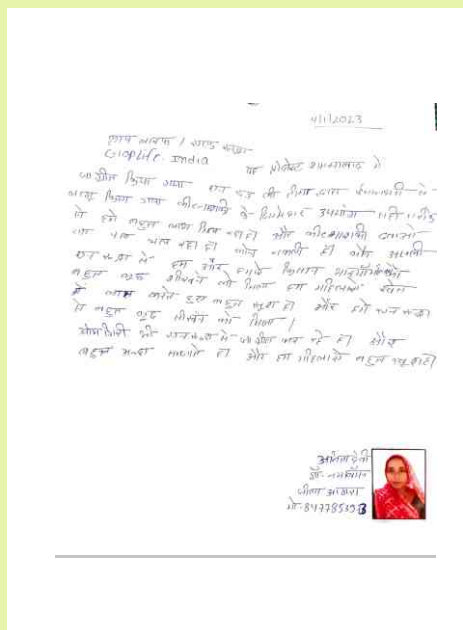
Different Stakeholders Testimonials

- ✓ I have attended the workshop organised by EFFORT with the support of CropLife India at Guntur, AP. I have learned many new things mainly different practices of IPM need to be adopted in cultivating the Chilli. The inputs given by the experts of Horticulture and Agriculture Universities are excellent and helped a lot to improve my skills & knowledge and now, I'm well informed and can guide the farmers in a systematic way- **Mrs. Baby- Horticulture officer, Prathipadu Mandal.**

- ✓ EFFORT people came to me and informed about conducting the Chilli Demo plot to an extent of 2 acres. Initially I was doubting but eventually, I got convinced and took up the demo plot when they interacted and explained the objective of this activity. Right from land preparation to the demonstration, the staff of EFFORT guided me and visiting my plot every week. I have learned the IPM practices and strictly adopting whatever they are telling to me. My chilli crop is good comparatively others. I have observed that the cost of cultivation also less and expecting good yield. Many farmers have visited my plot and observed the practices adopted by me in my chilli field. My sincere thanks to CropLife India organisations EFFORT for extending this support- **Mr. Subramanyam, Thokapalli village.**



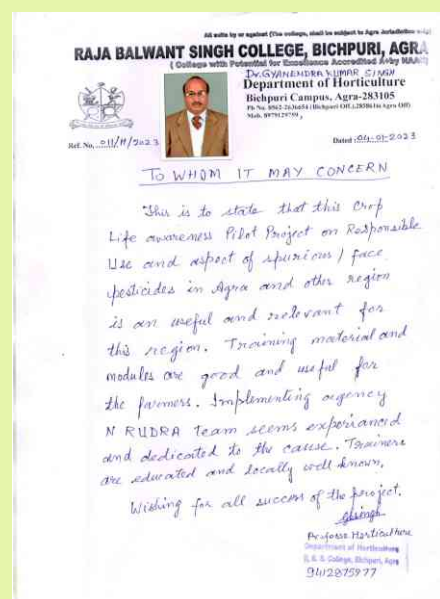
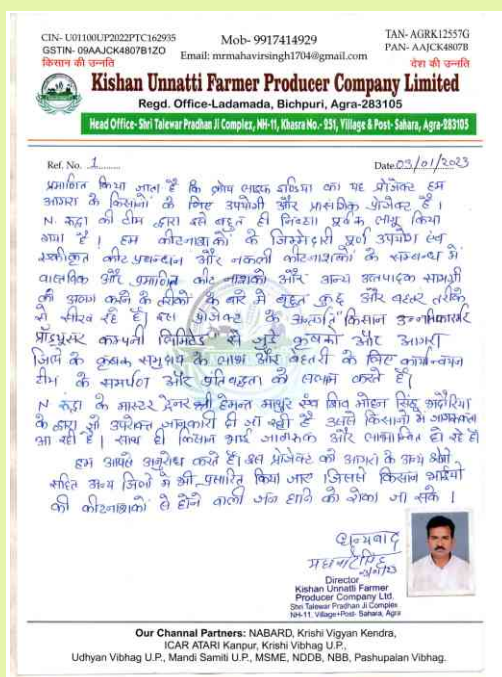
✓ I am the Board of Director of Navyandhra Farmer Producer Company Ltd, BVPet Mandal. I have attended the training camp organised by CropLife India with support of EFFORT at BVPet and learned the crop management practices of Chilli. Whatever I have learned, putting them into practice in my field and I am educating other farmers also to adopt the same in their fields. I am supporting the EFFORT staff in conducting the farmers awareness meetings in and around my village- **Mr. V.Narayana, BOD of Navyandhra FPO.**



Farmers' feedback

Feedback from Mr. Mahavir Singh, Director, Kisan Unnati Farmer Producer Company Ltd, Bichpuri, Agra

Feedback from Dr Gyanendra Kumar Singh, Department of Horticulture, Bichpuri, Agra



RECOGNITION & AWARDS

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 Governments & Industry associations for the activities carried out in view of the benefit of the farmers & farming community.

✓ Agri Business Summit Award 2022

CropLife India received the prestigious Ray Agri Consulting's Agri Business Summit Award (ABSA) 2022 under the category Best NGOs / Society - Agri Development for sustainable stewardship initiatives.

The award was conferred for the farmers' education drive on the judicious use of agrochemicals, not even deterred by lockdown. The award was presented by **Shri Singireddy Niranjan Reddy, Hon'ble Minister of Agriculture, Telangana State.**

More than 70 nominations were received under 22 award categories; and the awardees were judged by an eminent jury chaired by Dr. (Mrs.) Bhagyashree P. Patil, Chairperson - Rise N Shine Biotech Pvt Ltd; Shri Deepak P Shah, Chairman & MD - Sulphur Mills Group, Dr. P. Chandra Shekara, Director General - MANAGE; Mr. Ram Kaundinya, Co-Founder - ThinkAg; Mr. S. Shivakumar, Group Head of Agri & IT Business of ITC Ltd; Prof. Vasant P. Gandhi, Visiting Professor - IIM A.

✓ 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.



CAPACITY BUILDING (MEMBERS ENGAGEMENT)

CropLife India conducted its interactive theme based Face to Face Stewardship & it's Sub-Committees (ACF, IRAC, FRAC, HRAC, CM) Meeting on 24th August 2022 followed by an Orientation Program on Chili Thrips Management & Drone Technology on 25th August 2022 in Guntur district.

The meeting agenda was designed in such a way, wherein a theme based approach i.e 'Welcome to the World of Stewardship' was adopted. The meeting aimed to invite the comments and innovative ideas on some critical stewardship issues and priorities, inculcate the sense of responsibility in each individual for effective outcomes and follow the thought - BE THE CHANGE, YOU WISH TO SEE IN THE WORLD.

The interesting team building session was marked as a more interactive and engaging event for the participants wherein they not only got engaged in discussing the ongoing projects but also discussed the possible path forward. During the session, team also enjoyed some fun filled exercises and informative excursion to Namburu's RBK in Guntur, organized by CLI & Agri. Dept, Govt. of Andhra Pradesh.



SOCIAL AWARENESS

Croplife India's Journey on Social Media (January 2022 – December 2022)

CropLife India's 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.

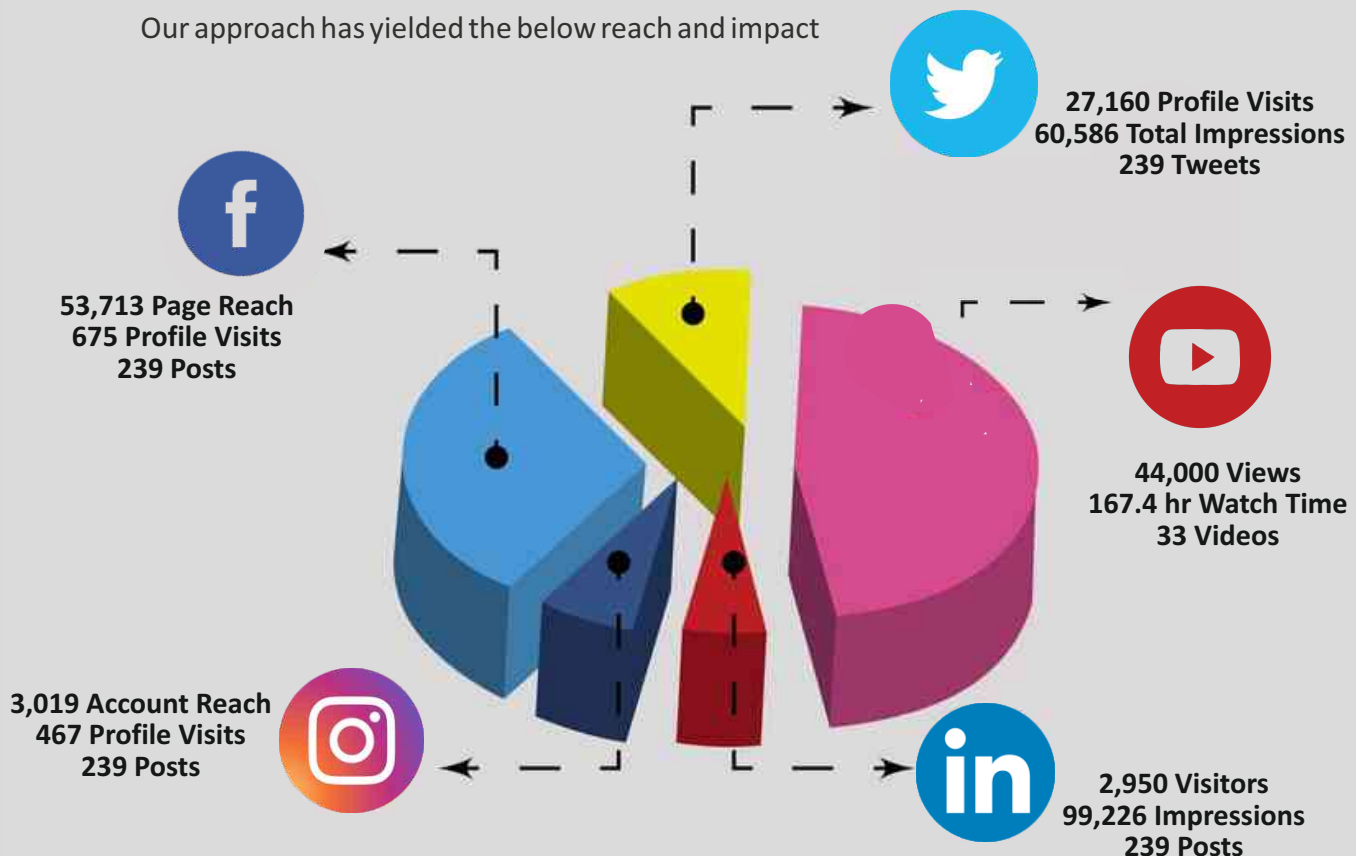
We began with the posting of updates of the on-ground events on stewardship and then graduated to designing our Social Media calendar. Over the past one year, CropLife India has gained 53,713 reach on Facebook, alone. Since January 2022, we have 160,954 Impressions across social media channels. We have extensively disseminated our posts across various groups to garner more views and Engagement. Tagging our partners across posts has also increased post shares. For YouTube, adopted a robust strategy to improve the number of Subscribers, the YouTube channel link is shared across maximum posts with a 'Subscribe' call-to-action.

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 audience.

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


The top-performing posts are reposted for maximum optimization of our content and resources.

Our approach has yielded the below reach and impact






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