

Press Release

## CropLife India celebrates International Women's Day '21

*Approx. 200 women farmers congregated in Bharuch District, Gujarat*

**March 8, 2021; Chasvad, Bharuch:** [CropLife India](#), an association of 15 R&D driven member companies, celebrated the Women's Day by an event - "**Mahila Manch**". The objective of the celebrations 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 program was organized with the help of **Aruna Kishor Foundation**, implementing NGO partner of **CropLife India** at Community Hall, Kasturba Sevashram, Chasvad Ashramshala at village Chasvad in Netrang Taluka of Bharuch district. Around 200 women farmers participated from nearby villages of Netrang Taluka, Bharuch District.

**Note: (Names of guests, speakers and present Govt. officials will be mentioned)**

Commenting on the occasion, **Mr. Asitava Sen, Chief Executive Officer, CropLife India** said, "We salute the spirit of womanhood as women are the backbone of any developed society. Women have been contributing in multitude of activities of farming, which necessitates the knowledge transfer of crop protection technology. Moreover, as iterated in an African proverb - *if you educate a man you educate an individual, but if you educate a woman you educate a nation*".

International Women's day special program **Mahila Manch** provided a platform to these women farmers where they were felicitated for their hard work & achievements in agriculture. From seed sowing to harvesting, women are part of almost all activities, yet sadly their access to resources is less than male farmers. The event focused on inspiring these women to produce safe & healthy crops by using genuine crop protection products, detecting Counterfeit, Spurious, Substandard and Unregistered/Unlicensed Pesticides. Women shared their achievements, experiences & challenges faced on the field as farmers. All women participants received a goody bag consisting of mask, sanitizer, sanitary napkin and IEC material and certificate of participation.

The program conducted with various edutaining activities like Video shows, rapid fire games, smoke less cooking & lemon and spoon competition, solar cooking & cultural performances by women to motivate, educate and make them aware about their own potential and abilities.

### About [CropLife India](#):

[CropLife India](#) is committed to advancing sustainable agriculture and it is an association of 15 R&D driven member companies in crop protection. We jointly represent ~ 70% of the market and are responsible for 95% of the molecules introduced in the country. Our member companies have annual global R & D spend of 6 billion USD and are firmly committed to engaging with the farming community to enable Safe, Secure Food Supply.

### Our Members



### Our Associate Members



For more information, contact: