



ANTI-COUNTERFEIT INITIATIVES

ANNUAL NEWSLETTER

Year In Review

2019



CropLife India's 39th Annual General Meeting Agriculture Transformation Through Partnerships 26th September 2019, New Delhi

The day long AGM witnessed an inaugural and four technical sessions with experts and key Government officials' conglomeration, on the cause of supporting the farmer.

The sessions included topics like –

- New Government's Vision for Agriculture Transformation in India;
- Bringing Innovation to the Farmers; Case for Regulatory Data Protection in India;
- Regulatory Reforms and Global Best Practices;
- Fast Track Adoption of Drones Application Technology Solutions and
- Ensuring Quality Inputs for Farmers

❖ **Senior Government and Industry stakeholders invited as speakers / panelists**

- Mr. P Raghavendra Rao, Secretary, Department of Chemicals and Petrochemicals, Government of India
- Dr. Ashok Dalwai, CEO, National Rainfed Area Authority, Ministry of Agriculture and Farmers Welfare, Government of India
- Shri Ashwani Kumar, Joint Secretary (Seeds and M&T), Ministry of Agriculture and Farmers Welfare, Government of India
- Prof. Panjab Singh, President, National Academy of Agriculture Sciences
- Dr. P. K. Chakrabarty, Member, Agricultural Scientists Recruitment Board (ASRB)
- Mr. Sianghee Tan, Executive Director, CropLife Asia

First time, in the history of CropLife India, 20 eminent Speakers came on board from the Government and crop protection industry.

CropLife India Film specially created for the AGM showcasing the activities undertaken.



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

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

CropLife India partnered with FICCI in organizing this workshop.

Special efforts had been made by CropLife India Member Co's along with other Industry bodies to collate the information and brought more than 400 samples, so that at very large extent Genuine packaging of Co's products and also the look-a-like Counterfeit products could be displayed in full view of the Authorities and the Media.

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

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

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

The final recommendations have been made and submitted by FICCI to the Ministry of Agriculture and Farmers welfare on Constitution of the Task Force and other important topics.

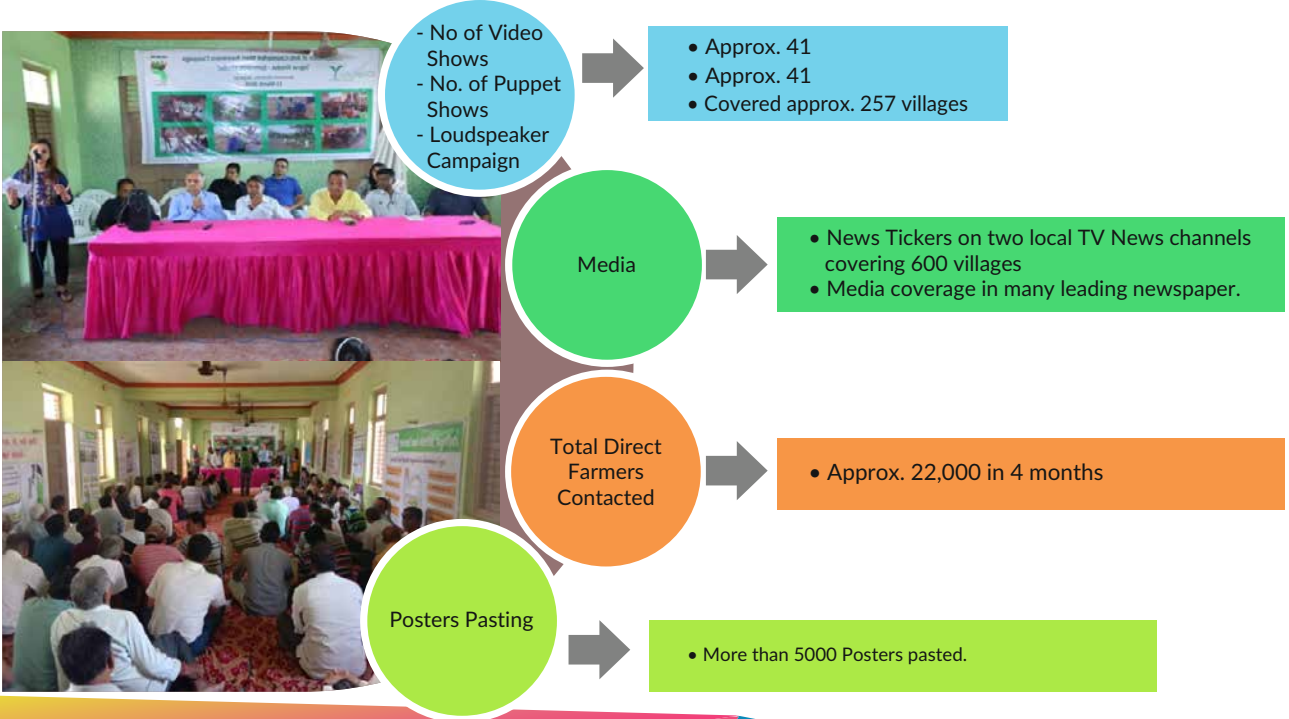


CropLife India’s Anti-Counterfeit Awareness Campaign, Gujarat “Jagrut Khedut, Samruddh Khedut” Bharuch & Vadodara Districts of Gujarat

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

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

- The project carried out activities like training, Video Shows, Collateral flyers (handbills), Slogan stickers/ Posters on wall, Loud Speaker campaign, Workshop with Dealers/ Retailers, ‘Krishi Mahotsava’ and Media outreach.
- News Tickers played an important role in disseminating the Anti-Counterfeit Messages by broadcasting in two local news channels ‘In Bharuch’ & ‘Narmada’ that have network of more than 600 villages.
- In this campaign, Puppetry (in Bhavai Language), was one of the eye-catching and effective medium to garner attention and spread mass awareness. The Puppet shows was well received amongst the target audience.
- CropLife India got an opportunity to participate in “Krishi Mahotsav” in three District of Gujarat with the help of Agriculture Department, Govt of Gujarat. The CropLife India Stall was well appreciated and visited by more than 13,000 Farmers along with Key Gujarat Govt officials and Dealers.
- During the Campaign, we reached out to more than 2,00,000 individuals through various activities and received momentous response from the stakeholders. Recommended to continue this project in other areas of Gujarat.



Pesticides Dealers' Workshop, Bharuch & Vadodara Districts, Gujarat

The First Dealers' Workshop under CropLife India Anti-Counterfeit Mass Awareness Campaign, "Jagrut Khedut, Samruddh Khedut" was held on 21st May 2019 at Dr Ambedkar Bhawan, Bharuch District, Gujarat

Shri Vijay Sinh Solanki, Deputy Director, Quality Control; Shri P. S. Rank, Deputy Director, Extension); Dr Pathak, Professor, Plant pathology, NAU Bharuch; Dr H. U. Vyas, Dept. of Extension, Navsari Agriculture University, College of Agriculture, Bharuch Campus, attended the event & addressed the gathering. Event was well attended by more than 40 Dealers.

Dealers/Retailers Association President and KVK officials along with other Distributors of Crop Protection Products were also present at the event.

The Second Dealers' Workshop under CropLife India Anti-Counterfeit Mass Awareness Campaign, "Jagrut Khedut, Samruddh Khedut" was held on 25th June 2019 at APMC, Karjan Taluka, Vadodara District, Gujarat

Shri Jatinbhai Patel, Agriculture Extension Officer, Karjan; Mr. Mukeshbhai Raj, President, Dealers Association, Karjan and Shri Hiranbhai Patel, Secretary, Central Gujarat Dealers Association & Dealer Vadodara attended the event & addressed the gathering.

Events were well attended by more than 100 Dealers. Puppet show, incorporating the key messages was part of the event. Media was used for amplification in leading News Channels and Papers.



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

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

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

The Panel discussion was attended by -

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



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

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



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

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

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

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

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

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

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

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

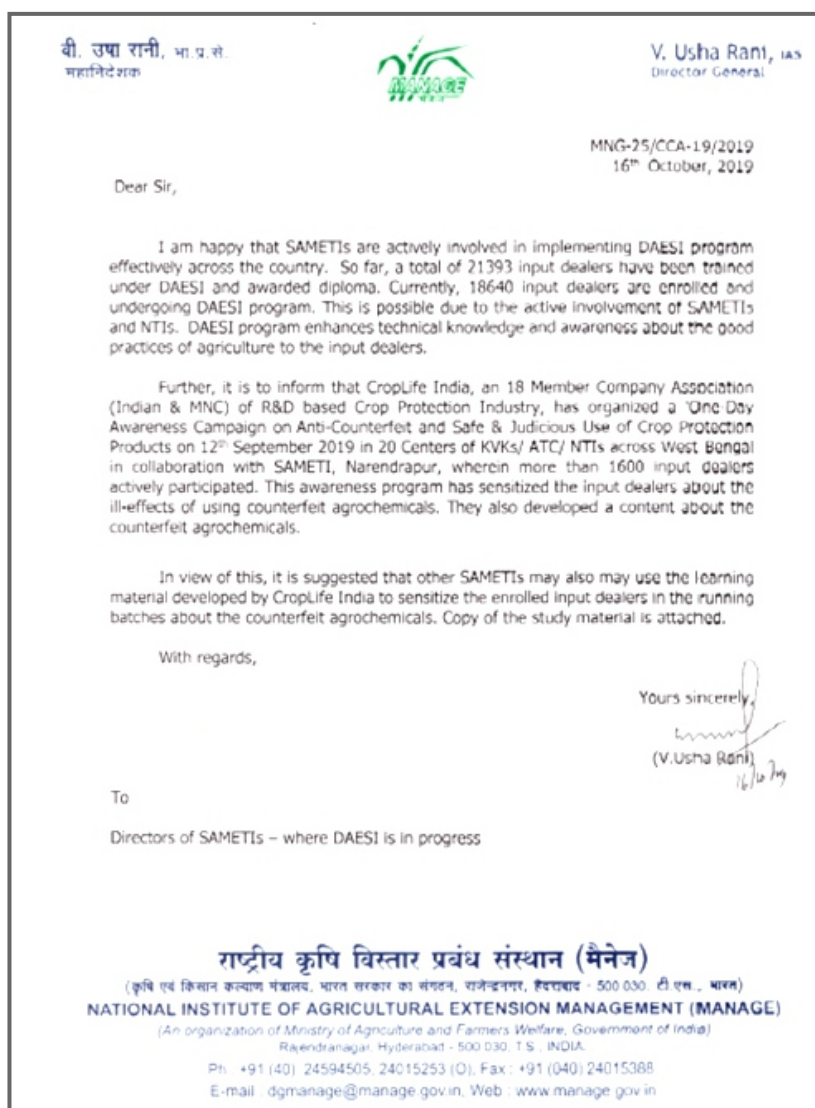


MANAGE, Hyderabad Advisory to the State Governments' SAMETIs & NTIs across India

As a result of our constant engagement with the Government on Anti - Counterfeiting, MANAGE, Hyderabad [National Institute of Agricultural Extension Management, an organization of Ministry of Agriculture & Farmers Welfare) (www.manage.gov.in/)] has issued an advisory to all the State Government's SAMETIs and NTIs across India - to partner with CropLife India for:

- 1) Inclusion of CropLife India's Anti-Counterfeit module in the curriculum of States Diploma in Agricultural Extension Services for Input Dealers (DAESI) diploma course and
- 2) Conducting training programs in line with the successful West Bengal, SAMETI model to capacitating future Agri extension officials and Dealers.

The letter received from the office of Director General, MANAGE, Hyderabad



CropLife India's Participation in Various Platforms

CropLife India participated on various Govt / Third party organization platforms & spoke on the issue of Responsible Use of Pesticides, proper reading of Labels and Anti-Counterfeit. Apart from the presentation, an Anti-Counterfeit film was screened and Leaflets on 'Farmer Education Messages' & Responsible Use were distributed at the venues.

➤ **Krishi Kumbh Mela 9-11th Feb. 2019 at Motihari, Bihar**

Shri Radha Mohan Singh, Union Minister of Agriculture & Farmers' Welfare, Govt of India, visited CropLife India's Stall in Krishi Kumbh 2019, Motihari, Bihar.

➤ **Krishi Vikas Sammelan and Mega Krishi Expo 2019 at Madhubani, Bihar , 17-19th Feb. 2019**

Showcased Madhu Sandesh, PPE Project, Responsible Use of Crop Protection Products and Anti-Counterfeit Messages along with Live Folk Song created by the NGO.

➤ **Publication of full-page color ACF Farmer Education Poster Advertisement in Kisan Diary in Bihar Kisan Mela during 23-25th Feb. 2019 in Bihar Agricultural University (BAU), Sabour Campus, Bhagalpur.**

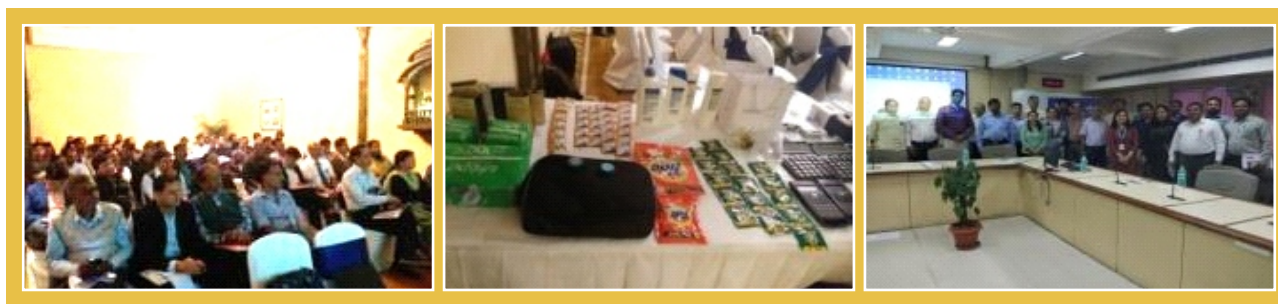


REACT Seminars for Training of Customs Department, Kolkata, 29th January 2019 and New Delhi, 18th April 2019

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

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

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



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

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

Though penal changes have to be made; 'Awareness' is most important for the consumers & Police and collaboration between stakeholders will help achieve desired results.



FICCI Agrochemical Workshop, 16th July 2019, New Delhi

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

Key Government officials' attendance:

- Prof. Ramesh Chand, Member NITI Aayog, Govt. of India
- Dr. P. Raghavendra Rao, IAS, Secretary, Chemicals & Petrochemicals.

CropLife India member companies participated in full fervor.

CropLife speakers:

- Dr. Vasant Patil, Director, CropLife Asia
- Dr. K C Ravi, Vice Chairman, CropLife India
- Mr. Anil Kakkar, CropLife India
- Mr. Herbt Feng, CropLife China



CropLife India's participation in CropLife Asia AGM 2019, Singapore

An advanced advocacy & stakeholder engagement training programme was organized during the Annual General Meeting of CropLife Asia. The programme was conducted by Jay Byrne, President of v-Fluence, Inc.

The day two and three witnessed presentations on various topics. A Panel Discussion was held on Current trade and political landscape and the impact on the global food economy. The speakers represented various countries and interacted with the august audience.



The Authentication Forum 2019 3rd Leadership Summit on Anti-Counterfeiting and Brand Protection, 07 November 2019, New Delhi

“Winning the War- Combating Counterfeits” was the theme for 2019 and the **Chief Guest, Shri Suresh Prabhakar Prabhu, India’s Sherpa to G7 and G20 and Former Union Minister, Government of India** addressed the gathering and emphasized on the subject of Innovations to protect consumers from the counterfeit products.

The session titled, “Counterfeiting and Landscape in India: Role of Government and Industry in Curbing Counterfeit Menace” saw the representation of CropLife India by Dr. Bakul Joshi, Brand Protection Leader, FMC India Pvt. Ltd and Lead – Anti-Counterfeit Committee of CropLife India. He shared there is a momentous need to address the matter for protecting farmers, against this threat. Dr. Joshi briefly shared the initiatives, CropLife India has taken for the welfare of the farming community.

The session titled, “Counterfeiting Analysis: What global brands are doing to combat counterfeiting” witnessed the representation of CropLife India by – Mr. Ashraf Ali, Bayer CropScience Ltd. & Co-Lead – Anti-Counterfeit Committee of CropLife India and Dr. Raju Kapoor, Director, Corporate Affairs, FMC India. Both the participants shared the growing concern of the counterfeit products and shared the initiatives undertaken, to control this menace.



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

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

Following are the Govt. / Customs Meetings conducted in 2019:

- Meeting with ADG (PP), Director, ICAR on 9th January 2019 at Krishi Bhawan, New Delhi
- Meeting with ATC (Agricultural Training Centre) and SAMETI (State Agricultural Management and Extension Institute), Govt. of WB at SAMETI office, Narendrapur, Kolkata on 10th January, 2019 and a follow-up meeting held on 15th July 2019.
- Meeting with Additional Director & Deputy Director, Department of Revenue Intelligence (DRI), IP Estate, New Delhi on 14th February 2019
- Meeting with Agriculture Commissioner, Ministry of Agriculture & Farmers Welfare, Govt of India, on 14th February 2019, Krishi Bhawan, New Delhi.
- Meeting with Director Agriculture, Govt of Punjab at Mohali.
- Meeting with Secretary Agriculture & Chairman PPCB, Govt of Punjab at Civil Sectt. Chandigarh, Punjab on 23rd April 2019.
- Meeting with Chief Commissioner of Customs, Delhi Zone, on 28th May 2019, New Customs House, Near IGIA Cargo Complex, New Delhi.
- Meeting with Joint Secretary (Plant Protection) to discuss the issues of Spurious/Counterfeit Pesticides, on 05th Sept. 2019, Krishi Bhawan, New Delhi.
- Meeting with Adviser to CM-WB; Secretary, Rama Krsihna Mission Society, Director, DDA, JDA etc-SAMETI, West Bengal to plan the campaign.
- Meeting with Chairman, CBIC on 16th Oct. 2019 at 1:30 PM at CBIC office, New Delhi
- Meeting with Principal Secretary and Director Agriculture, Govt. of Madhya Pradesh on 11th December 2019.



Media Monitoring and Enforcement

Reactive steps by authorities to counter the menace of counterfeit.

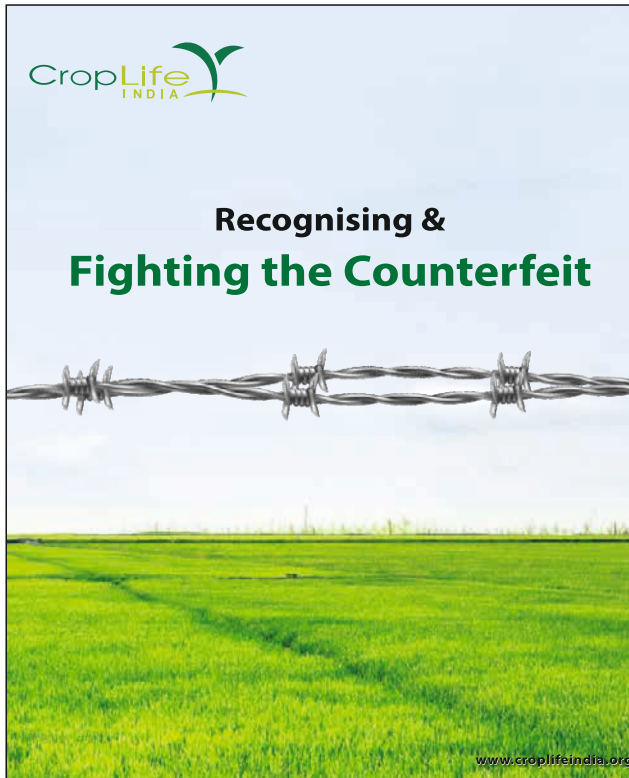
To drive enforcement and prosecution; Each year member companies conduct 300+ raids, including seizures, cancellation of licenses, registration of FIR, etc.

- More than 300 raids conducted, 38 Licenses cancelled & more than 90 cases filed during 2019 by CropLife India Member Cos'.
- These raids are conducted by Police as well as Agriculture Dept. and to make it more impactful, every action is captured by the media. Many cases get registered by the authorities on the basis of Print Media clippings.
- Print Media clippings of few of the many cases registered by various member cos' through different enforcement authorities viz. Police, Agriculture Department are annexed here under:

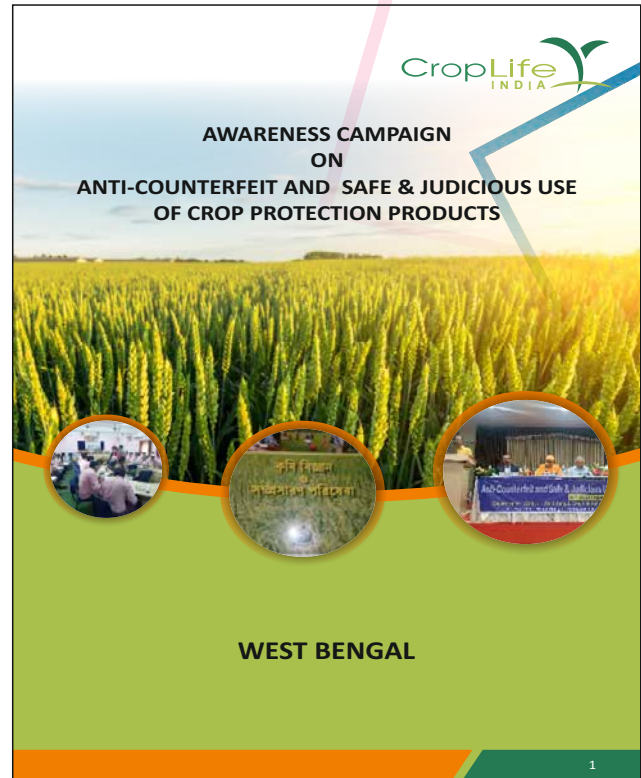


Public Awareness Campaign:

Key Communication Tools to Amplify the Voice



CropLife India ACF Booklet



West Bengal Mass Awareness Campaign Booklet

Available in

Marathi : https://www.youtube.com/watch?v=Q_-kg-aw9uE
 Gujarati: <https://www.youtube.com/watch?v=L1FcaE92gK4>
 English: <https://www.youtube.com/watch?v=2M0bXLR5L2A>
 Telugu: <https://youtu.be/vtMZNd5ckq8>
 Tamil: <https://youtu.be/0nmo2ybkdko>
 Kannada: <https://youtu.be/eiDfwLcwagE>
 Bengali: <https://youtu.be/7132evPe4ow>

CropLife India Anti-Counterfeit Film

Farmers! HOW TO PROTECT YOURSELF FROM ILLEGAL PESTICIDES

Buying counterfeit/ non-registered/ illegal pesticides including bio-products laced with chemicals/ pesticides for Crop Protection can damage crops and your farm. You must check the following:

- Insist on cash memo for every purchase
- Check manufacturing and expiry date
- Buy only from licensed dealer/ retailer outlet
- Check registration number and Active Ingredient
- The seal should not be tampered
- Call customer care number for more information

" Let us join hands to combat this menace for a better tomorrow "

Farmers' Education Poster

About CropLife India

CropLife India (www.croplifeindia.org) is an industry association of 16 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



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