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**KHARIF**  
the kings of monsoon





## ROLE OF STEWARDSHIP FOR AGROCHEMICAL INDUSTRY

# CropLife India's outreach to help safeguard the food security of our nation



**E**nhancing 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.

India has the lowest usage of pesticides per hectare (307 g/ha) as compared to up to 13 kg/ ha in USA, Japan, China or other countries (5 Kg/ Ha in UK, 7 Kg/ Ha in US, 12 Kg/ Ha in Japan and 13 Kg/ Ha in China). Yet India's agricultural produce gets rejected in international markets for various reasons including lack of awareness of farmers. This can be overcome by effective product stewardship and policies, wherein CropLife India has been contributing immensely.

### ABOUT THE AUTHOR

**Mr Asitava Sen is the Chief Executive Officer of CropLife India; an industry association of 15 R&D driven member crop science companies, jointly representing approximately 70 percent of crop protection market and responsible for 95 percent of the molecules introduced in India so far**



Sharing the common goal of sustainability and farmers' welfare, CropLife India has been collaborating in the various initiatives of Ministry of Agriculture and Farmers' Welfare. *Grow Safe Food* campaign is one of them. Our team has been actively involved in providing hands-on training

to farmers on GAP (Good Agricultural Practices), IPM (Integrated Pest Management), Responsible Use of Crop Protection Products and ensuring quality crop protection products.

The *Grow Safe Food* campaign, launched by the Department of Agriculture, Co-cooperation & Farmers'

Welfare, Government of India, is a key pillar of its efforts to improve sustainable production of adequate amount of safe food, and augment food and nutritional security for the billion-plus population. The nation-wide initiative is aimed at promoting awareness and capability-building efforts such as training for pesticide dealers and farmers particularly on food safety and quality issues.

CropLife India has taken various initiatives towards product stewardship. The following are the highlights:

### Safe & Responsible Use of Crop Protection Products

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

### Outreach Initiative for Use of PPE in AP, Maharashtra, Punjab

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

The project, in a total of 15 districts of Maharashtra, Punjab and Andhra

Pradesh, is supported by local government bodies, farmer associations and Kisan Unions, and locally operational NGOs. Departments of Agriculture at state and district level are in sync with the outreach effort through communication channels targeted at farmers, spray-men and their families. More than two lakh farmers have been imparted training on usage of PPEs and safe use of crop protection products.

### Madhu Sandesh: Shared Benefits Approach to Shared Responsibility

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

*Madhu Sandesh* was a resounding success with the community. Ninety percent of 180 participants reported better quality crops. Pomegranate farmers saw an average of 35 percent increase in their yields. The corresponding income gains were even larger, at 42 percent due to the improved shape and color of their fruits which

led to a higher market price. Under the mentorship of CropLife, they used crop protection products more efficiently and judiciously, cutting the cost of inputs. The farmers who benefitted from the program became advocates of promoting pollination, protecting the environment and using crop protection products responsibly.

### Crisis Preparedness – Doctor's Training Program

Doctors' Training Programs combined with a digital module was specially designed for health practitioners to be able to treat patients affected due to accidental pesticide poisoning, caused by improper use of pesticide. CropLife India had organized workshops for doctors in Guntur District, Andhra Pradesh and Amravati district in Maharashtra. To amplify the voice,





## SAFEGUARDING THE FARMERS

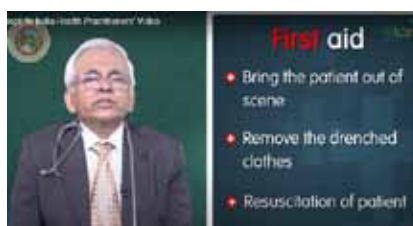


of Pesticide Exposed Patients during this unprecedented time.

CropLife India was awarded for *Commendable Work for Changing Public Perception in India* at India Chem 2021. The event was jointly organized by Department of Chemicals and Petrochemicals, GOI and Federation of Indian Chambers of Commerce & Industry (FICCI).

Despite lockdown toppling the various supply chains, aggravating the labour issues, etc., our farmer showcased irrepressible might, enhancing the agriculture output to record levels. One of the focus of our efforts has been boosting the farmers' morale. During

CropLife India has developed a Health Practitioners' Handbook; Prevention, Diagnosis & Treatment, elucidating the necessary information related to symptoms and treatment for different types of exposure to various crop protection products.



### Caring for our Annadata during onset of Covid

CropLife India digitalized all the efforts towards Farmers' education on Safe and Judicious Use of Crop Protection Products, which had been our motto. Farmer Education Poster on *Safety points in farming during Covid-19 pandemic* and a video was designed and shared digitally.

During the locust attacks in the country, CropLife India had issued an advisory for farmers and spray management agencies to follow the recommendations for the management of the locusts. We recommended the concerted efforts of the Centre and state governments in controlling the locust menace, including use of novel

modern technology and spraying devices. Apart from the traditional spray system, CropLife India suggested extensive use of drones for spraying recommended agrochemicals to control locust and other invasive pests.

We created a CropLife India Farmer's Training Film, an educational video featuring both stewardship and anti-counterfeiting messages for our farmers' welfare. This is available in eight languages, viz. English, Hindi, Punjabi, Gujarati, Bangla, Marathi, Kannada and Telugu.

CropLife India in collaboration with Commissionerate of Agriculture, Govt. of Maharashtra, developed a video for health practitioners to provide necessary information to them on *Recognition, Management & Treatment*



these troubled times, CropLife India maintained an emotional yet informative relationship with our Farm Heroes. Our efforts have been foremost for creating mechanisms to reach out to farmers effectively via various possible platforms. Our efforts shall motivate them and remind them to maintain and follow proper safety protocols along with regular practice of responsible use of pesticides.

As children influence opinions in our families, we reached out to them, with the help of a rhyme.

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.



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

## SAFETY POINTS IN FARMING DURING COVID PANDEMIC

### Wear PPE Be a Superhero!

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

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



### Social Distancing for Long Term Delight!

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



### Your Safety is In Your Hand!

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



Apply soap and rub hands together for 20 seconds



### Always remember to:

Triple rinse empty containers and dispose them properly while still wearing PPE.



Regularly inspect & disinfect machinery tools, tractor cabins and surfaces etc.



After handling pesticides, wash yourself and the protective gears thoroughly.



Always cover your face with a clean cloth or use a face mask when going out.

## Fight Coronavirus with Awareness

Make sure that all workers in the work field have access to adequate soap and water for frequent hand wash and also following the guidelines/ safety protocols issued by the Govt.



If any worker shows symptoms like fever, cough, shortness of breath, arrange isolation and treatment immediately.



Use only registered pesticides & always read the instructions on the label to protect your crops and livelihood.



Ask these 3 questions when buying pesticides



Q.1

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

Q.2

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

Q.3

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