

PRESS NOTE

CropLife India Promotes Safe & Responsible Use of Crop Protection Products at Pusa Krishi Vigyan Mela 2026

New Delhi, 25th February, 2026: As the **Pusa Krishi Vigyan Mela 2026** opens under the theme “*Viksit Krishi – Atmanirbhar Bharat*,” **CropLife India**, the association of leading R&D-driven crop protection companies, is leveraging this national platform to spotlight a critical priority for Indian agriculture — **the safe & responsible use of crop protection products and the need to curb illicit trade.**

Held at the **ICAR–Indian Agricultural Research Institute (IARI)**, the three-day Mela features over **300 stalls** and is expected to attract **more than one lakh visitors**, including farmers, agri-entrepreneurs, researchers, State officials and students from across the country.

Against this backdrop, **CropLife India’s engagement at the mela focuses on translating technical stewardship principles into practical, field-level action.** The association is facilitating **one-on-one farmer interactions**, distributing **specially designed educational brochures** and displaying **informative banners** that explain correct dosage, protective measures, storage norms and ways to verify product authenticity. Farmers are encouraged to purchase crop protection products only from **licensed dealers**, insist on a **pucca bill**, check **packaging integrity and expiry details** and **strictly follow label instructions.**

A key attraction at the CropLife India stall is a **live folk performance**, built around a specially composed Hindi song with the refrain:

**“गांव गांव टोले टोले घर घर अलख जगाना है,
कीटनाशक उपयोग को जिम्मेवारी से निभाना है।”**

Through this engaging format, the label instructions — including **how much to use, how to mix, when to spray, the waiting period before harvest and essential safety precautions** — are conveyed in **simple, everyday language.** Technical concepts are transformed into practical, memorable messages that farmers can easily recall and apply in their fields. By communicating **Good Agricultural Practices** through a familiar cultural medium, the initiative makes vital safety information **more accessible, relatable and actionable.**

CropLife India’s participation at the Pusa Krishi Vigyan Mela 2026 reinforces its continued commitment to **promoting responsible crop protection, strengthening farmer awareness and supporting sustainable agricultural practices**, in alignment with India’s vision of **Viksit Krishi and Atmanirbhar Bharat.**

About CropLife India

CropLife India is committed to advancing sustainable agriculture and it is an association of leading 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



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