PRESS RELEASE

Madhya Pradesh's Farmers Need New Pesticide Molecules to Cut Crop Losses and Meet Export Standards

- *Pesticide industry body CropLife India, Rice Industry and farmers from Indore, Ujjain, Narmadapuram, Dhar and Dewas call for five years of data protection in India's pesticide laws*

- *Madhya Pradesh's soybean and rice farmers are fighting tougher pests and stricter export checks with about 390 pesticide molecules, against 1,200 available to farmers globally*

Indore, 18th November 2026: Soybean and rice farmers in Madhya Pradesh need new pesticide molecules to cut crop losses and meet the standards of export markets, CropLife India said in Indore today. The industry body **called for five years of protection for the regulatory data required to register every new molecule in India**, so that the latest molecules reach Indian farmers sooner.

CropLife India represents 17 research-based pesticide companies that together account for about 70% of India's pesticide market. Shobhapur-based Jai Kanha Rice & Agro Mills and farmers from Indore, Ujjain, Narmadapuram, Dhar and Dewas districts backed the call at a press conference in Indore today.

CropLife India said India's annadatas, the farmers who feed the country, face five problems at once. India must grow more food on the same land. Yields remain far below global levels. Pests are beating many of the common pesticides. Export markets keep tightening their limits on pesticide residues. A warming many climate is bringing new pest threats. **Yet Indian farmers have access to only about 390 pesticide molecules, compared with about 1,200 available to farmers globally.**

These problems hit Madhya Pradesh hard. Soybean farmers in the state harvest about 11 quintals a hectare, against 37 in Brazil. Studies in soybean areas, including Indore, found many of the common pesticides losing their effect, while the newest molecules still worked. Yellow mosaic disease, which spreads faster in heat, damaged soybean crops in Mandsaur in 2025.

Rice, the state's leading farm export, goes mainly to the Gulf and Europe, where limits on pesticide residues keep tightening, especially for many of the common pesticides. The European Union has cut its limits for many of them to nearly zero and Indian rice drew 52 alerts there in 2025. CropLife India said such rejections will continue unless annadatas get newer molecules.

These molecules reach India late, the association said, because India does not protect regulatory data. A company spends ₹40 crore to ₹50 crore and six to eight years on studies to register a new molecule. **Another company can then use the same data within a year to register the same molecule for about ₹75 lakh.**

"In line with the vision of honorable Prime Minister for India to become the 3rd largest economy and realize the doubling and tripling of farm income, Sustainable innovation via data protection is inevitable.

Our Annadatas will increasingly need access to modern technologies to address climate, pest and productivity challenges while remaining globally competitive. CropLife India member companies are ready to bring these innovations to India but innovation needs both investment and a regulatory environment that protects that investment." said **Giridhar Ranuva, Vice Chairman, CropLife India, and Business Director, BASF Agricultural Solutions, India**. *"Regulatory data protection is not a new concept, major agricultural markets, including the European Union, the United States and several Asian countries, already provide such protection. India should have a predictable, time-bound framework as well, five years of regulatory data protection would be a reasonable step to encourage innovation and help bring newer technologies to Indian farmers."*

Insects, weeds and diseases already destroy 10% to 35% of India's crop every year, or 2 to 7 of every 20 sacks, worth about **₹2 lakh crore**.

"For the last 10 years, especially the last 5 years, we have seen output of both wheat and soybean decline. I can speak for all my fellow farmers in Madhya Pradesh. Whichever brand the product is from, we want new products and technologies that give results. When a product works, a farmer is willing to spend," said **Hukum Singh, a farmer from Ujjain**.

"India harvests about 29 quintals of rice a hectare, while China harvests about 50," said **Rajat Baheti, Director, Jai Kanha Rice & Agro Mills Pvt. Ltd., Shobhapur**. *"Buyers test every shipment, as every country sets their import tolerance limits and we need to help our annadatas to be agile and give them enough products so they can participate in the global markets. Data protection will encourage industry to invest and bring such alternatives to India faster."*

"A rice farmer carefully selects the rice variety, fertiliser and other inputs. Yet despite following the process and putting in the effort, importing countries change their terms or reject our produce over residue limits. That is a burden," said **Gaurav Chimania, a rice farmer from Narmadapuram**.

Developing one new molecule now costs about ₹2,800 crore and takes more than 11 years, twice the cost in 1995. A patent lasts 20 years, but more than 11 of those go in development, and many molecules whose patents have expired are still new to India.

Any company can still seek approval with its own studies, pesticides already in the market stay untouched and after five years any Indian company can register and market it. China protects such data for six years, while the United States, the European Union and Brazil protect it for ten years, while India gives none.

About CropLife India

CropLife India is committed to advancing sustainable agriculture and it is an association of 17 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.

Website: croplifeindia.org

Our Members



Our Associate Members



For more information, contact:

Joydeep Chakraborty

Head – Communications, CropLife India

communications@croplifeindia.org | 9711306346

Follow Croplife India on –

Facebook | Twitter | Youtube | Instagram | Linkedin