



**31<sup>st</sup> Annual General Meeting**  
(Date: 28<sup>th</sup> September, 2011)

**Thirty first Annual Report**  
**2010 - 2011**

**417, Ansal Chamber II, 6 Bhikaji Cama Place, New Delhi 110066**

**Members** : BASF India Limited, Mumbai  
Bayer CropScience Limited, Mumbai  
Cheminova India Limited, Mumbai  
Chemtura Chemicals India Pvt Ltd, Gurgaon  
Dow AgroScience India Pvt.Ltd., Mumbai  
E.I. DuPont India Pvt. Ltd., Gurgaon  
Excel Crop Care Limited, Mumbai  
FMC India Private Ltd, Mumbai  
Indofil Chemicals Company, Mumbai  
Isagro Asia Agrochemicals Pvt. Ltd., Mumbai  
Maktashim Agan India Ltd, Hyderabad  
Monsanto India Limited, Mumbai  
Rallis India Limited, Mumbai  
Sumitomo Chemical India Pvt. Ltd., Mumbai  
SWAL Corporation Limited, Mumbai  
Syngenta India Limited, Mumbai

**Bankers** :

Central Bank of India  
Ashoka Hotel Branch  
New Delhi-110021

Central Bank of India  
Nariman Point Branch  
Mumbai - 400 021.

**Auditors** : M/s Sanjesh Jawarani & Co.  
Chartered Accountants  
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Green Park Extn.  
New Delhi -110016  
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## **Directors:**

Terms of all the Directors expired at the time of Thirtieth Annual General Meeting which was held on 29<sup>th</sup> September 2010 Mumbai. New Directors were elected to the Board.

Mr. P.S. Lahiri was re-elected as Chairman and Dr. H.V.S. Chauhan and Mr. Anil Jain were re-elected as Vice Chairmen.

## **Board Meetings:**

The Board of Directors met 5 times during the year 2010-2011 to discuss various agenda items.

### **Activities during the year 2010-2011**

The various activities carried out during the year under the guidance of the Board of Directors of the Association are detailed below.

The world faces a huge challenge of having to feed an ever increasing population (expected to touch 9 billion in 2050) and adequately feed the undernourished (nearly one billion at present). The required increase in food production has to come from diminishing resources of land and water.

Our challenge of feeding the growing population, currently at 1.2 bn, is daunting. This underscores the paramount need for proactive technology interventions to get more output from every unit of cultivated land area. The plant science industry can help in achieving this goal by supplying Crop Protection products that enable farmers minimize crop losses and improve the quality of agricultural produce. The industry is committed to meet this challenge by promoting safe and responsible use of most appropriate Crop Protection products and technology and help farmers realize their full potential.

## **Contributing towards productivity, human health and the environment**

Pesticides have contributed significantly to improving quality of life and safeguarding the environment. Although often taken for granted, without these important products, food production would decline, many fruits and vegetables would be in short supply and prices would rise. Insect-borne diseases such as malaria, dengue, would proliferate unchecked.

The use of pesticides brings numerous benefits and makes a significant contribution to our healthy daily lifestyle. These benefits are not confined to the users of pesticides, but reach out to majority of people across the world. The masses often take for granted or oppose the use of pesticides, but actually their usage ensures the year-round availability of high-quality, affordable crops. Similarly, the environment and wild plants, birds and animals benefit from the carefully regulated application of chemical pesticides.

Over the last 40 years, pesticides have proven to be indispensable tools in the sustainable production of high quality food and fibres. Since their introduction, farmers have been able to produce bigger crops on less land. Crop productivity has increased anywhere between 20 and

50%. Pesticides allow farmers to maximise the benefits of other inputs, which include high quality seeds, fertilizers, and precious water resources.

While helping to improve the economics of farming, pesticides have also made farm work less arduous and labour intensive, and contributed towards environmental protection. Pesticides have reduced the need for hand weeding, and thus the all too frequent total commitment of entire families to farm labour. Making farming more efficient has reduced deforestation and conserved natural resources. Application of herbicides has further resulted in decreased soil erosion and has prevented loss of organic matter from the soil. Appropriate use of modern pesticides to control invasive species and noxious weeds has been important in environmental management.

Whilst the producers of our food have benefited, so we as consumers have reaped the rewards. Our markets and stores are full of food that is safer, more nutritious and affordable than ever. Fruit and vegetables that were once “seasonal” are now almost in year-round abundance. Pesticides help combat the spectre of starvation and malnutrition could kill thousands of starving human beings and animals. The nutritional value of diets of low-income families is increasing with ability to afford occasional servings of fresh fruit and vegetables.

Not only are pesticides contributing to improved diets, they also help eliminate pests that cause diseases and damage to property. Whilst the specter of insect-borne disease such as Malaria, Dengue fever, Chicken Guinea loom large, pesticides remain the most effective method of keeping these threats at bay. Extensive use of household pesticide products to combat termites, cockroaches, rats, and other pests make a big difference to the everyday quality of life for many.

Of course, pesticides can also be hazardous if not used appropriately. To make sure that users enjoy the benefits and stay protected from the risks, CropLife India, our members and other Regional associations run a number of safe use training programs and campaigns.

**This Report for 2010-11 provides an overview of the activities of CLI** during the year. The focus was primarily in the following areas:-

- *Liaise with the regulators to hasten the process of market access of new solutions without compromising on safety to consumers and environment*
- *Promote Safe and Judicious Use of Plant Protection Products*
- *Support Government’s initiative to ensure Food Security by Enhancing crop productivity through new technologies/solutions*
- *Encourage Integrated Pest Management (IPM)*
- *Highlight Importance of Safe food and foster a common understanding amongst all Stake Holders about what is MRL and how it is derived through an International Workshop*
- *Encourage harmonization of data and regulatory functions to take full advantage of globalization viz Mutual Acceptance of Data*
- *Promote Environmental Protection; sensitize about ‘climate change’ & criticality of water conservation to all stakeholders.*
- *Encourage investment in R&D by enforcement of Intellectual Property Rights (IPR)*
- *Anti Counterfeit Initiatives to counter Spurious Products and illegal Trade practices*
- *Present Industry perspectives in an objective manner and defuse negative publicity*

The Association's activities working in partnership with other stakeholders highlight our dedication to **Stewardship** to promote Safe and Responsible use of Crop Protection products and thus provide sustainable solutions to problems afflicting Indian farmers and Agriculture. The initiatives included inter alia *promotion of (i) new crop protection technology (ii) quality exports of agricultural produce, (iii) research and development and (iv) awareness about "Safe and Judicious Use of Crop Protection Products"*.

## **Stewardship / Educational Programmes**

The education and training programs under projects viz. *Responsible Use & Safe Storage of Pesticides Project*" in **Kurnool** District (Andhra Pradesh) is being implemented by CropLife International, and the Project assigned by Govt. of India on "Green Revolution in Eastern States" to enhance Rice Productivity through cultivation of Hybrid Rice with GAP, has been undertaken by your Association with the support of its Members and CropLife Asia.

### **Enhancement of Rice Productivity in W. Bengal Through "Green Revolution in Eastern States" [GRES]: a GoI Project Undertaken by CLI.**

On the advice of the Secretary, Agriculture, GOI, Crop Life India, under took a Pilot Project on 'Green Revolution in Eastern States' (GRES) to enhance productivity in Rice in 21 villages – in Hooghly and Burdwan Districts (WB).

#### **Propagate Hybrid Rice**

Major emphasis was on promoting and popularising Hybrid Rice Coupled with 'Good Agriculture Practices' (GAP) including balanced use of Nutrients and Safe and Judicious use Crop Protection Chemicals. Thus, the whole Project is focused on promoting GAP from SEED TO HARVEST.

The Rice Hybrids included were those tested in WB viz. Pioneer (28P01, 29P34, 27P31), Bayer (Arize 6444 and 6129) and Syngenta (NK 5231 and 5251). All member companies who adopted villages were supplied with these Hybrid rice seeds along with expert advice, for demonstration purpose and training of target farmers.

#### **Training Imparted Regularly To The Farmers**

Several rounds of training on Land preparation for Nursery of Hybrid seeds, Seeds treatment, use of Herbicides, Nutrients and judicious and Safe use of Insecticides, Fungicides etc had been provided at regular intervals through visits by the Specialists from the Industry, District Officers & the SAUs.

#### **Demonstration Plots / Protocols**

3 - 4 demonstration plots were selected in each village, depending on the size of the village. Each of the plots comprised of 2 parts, one with Hybrid Rice and the other with local OP/ HYV. However, other agricultural practices - viz. use of Crop Protection measures and nutrient

management were similar in both the Parts. This helped in **demonstrating the difference between :-**

- 1. Hybrid rice + GAP,**
- 2. Local variety + GAP and**
- 3. General farmers' agricultural practice with popular OP Variety**

All details of seed variety, date of sowing in Nursery/ transplanting, quantity of each fertilizer used along with date of each application were displayed on the Demonstration Boards.

### **Harvest Shows the Benefit: > 70% Yield Increase**

Harvest of demonstrated Hybrid Boro Rice along with popular HYV Rice (Satabdi/ IR 36) in the check plots was completed between the 5th and 21st May, 2011.

CLI conducted crop cutting under supervision of State Govt. Officials and at times, in presence of media, for assessment of yield in 5x5 meter plot (25 sq. m area) in all the demonstration plots.

The yield of Hybrid rice up to 12 Tes per ha was recorded. **Average yield of Hybrid rice in 52 plots worked out to: 9.56 T/ Ha** and those of HYV (Minikit/ IR 36) - with similar GAP as in Hybrid plots, recorded 6.71 T / Ha; compared with the **District average of 5.5 T/ Ha**. Thus, **Hybrid rice showed an average increase in yield by 74% over the Distt average with Farmers' Practices**; and by 42% over the same HYV grown with similar GAP in check plots.

This is the bench mark set for Burdwan Distt. by the marginal farmers with their own inputs but for Hybrid Seed, and own efforts with timely guidance extended by CLI team. This feat therefore, is replicable across the District and State and that should be a definite option for rural population of WB to prosper!

Following persistent request of farmers in Project Area, CLI decided to sustain their efforts in ensuing Kharif season. In fact, > 75 seed beds with Hybrid rice seeds supplied by our members have been laid.

**We tried to encourage Agriculture Department, Govt. of W. B. to popularize Hybrid rice in West Bengal with a target to achieve ca 50% higher yield than current yield of HYV varieties. It will go a long way to ensure our food security and thus, prosperity of our Farmers too.**

### **The 'Responsible Use and Safe Storage' Project (Kurnool):**

The Crop life International has initiated a Core project **"Farmers Training on Responsible Use and Secure Storage of Pesticides"** to maximize the benefits and minimize the risks of using crop protection products (pesticides) in India. The location is Adoni division of Kurnool district of Andhra Pradesh which has multiple crops, resulting in year round cropping in both Kharif & Rabi seasons, high percentage of full-time farmers, high pesticide use practice and high rate of adverse pesticide incidence. The project was launched on Jan 21, 2010 with active participation of all stakeholders in Agriculture: Govt. - Agriculture, Medical & Health, Revenue, Agri.input Industry and Retail Trade and close to 500 farmers.

### **Objectives of Project:**

1. Train (directly, or indirectly via farmer-to-farmer transmission) 100,000 farm families in the responsible use of crop protection products, within the context of IPM.
2. Promote the secure storage of crop protection products amongst 100,000 farm families.
3. Demonstrate statistically valid impacts (behavioral changes, reduction in contamination and poisoning incidents) on the target population.
4. Determine what interventions are most effective in changing behavior.

To attain the intended objectives of the project, Crop Life has assigned the task to EFFORT a micro level voluntary organization engaged in the field of social development in Andhra Pradesh. The monitoring task has been entrusted to another non-profit organization from Andhra Pradesh – BIRDS.

In all, there are **4 Themes and 15 Modules for the Training** - Theme 1. **Responsible Usage** - 8 modules, Theme 2. **Secure Storage** -3, Modules. Theme 3. **Personal Protection Equipment** – 2 Modules and Theme 4. **First Aid** - 2 modules

### **Journey of Progress:**

- A good resource base has been developed by the Project Implementing Agency including committed human resources for training the farmers – Master Trainers and Village Activists to mobilize and activate farmers.
- Identified and Trained 25,000 farmers - 5000 Direct Farmers and 20,000 Indirect Farmers thru 177 Farmer Groups from 58 Villages of Adoni Division in PY I by adopting Farmer to Farmer approach. Current year i.e. PY II, another set of 25,000 farmers are identified in 26 villages for undergoing the training which will be completed by the end of Dec 2011. A notable feature in PY II is involvement of Women Farmers as well Women Trainer and Women Village Activists which goes a long way in empowering rural women involved in Agriculture. The plans are at place for PY III.
- The identified farmers are fully convinced with project and its objectives. One can notice – feel and see the participation at 89.60% of attendance and positive mindset developed towards responsible usage & secure storage.
- Involved school children with active role of teachers to spread the concept of Responsible & safe usage and secure storage of pesticides thru various participative programs like Quiz, Debate and Elocution, Essay writing etc to their parents large numbers of whom are not literate.
- The knowledge levels of identified farmers increased from meager 30-35% to whopping 80-95% on the prescribed themes and modules which has been clearly noticed thru post training survey for impact assessment.

It is a good beginning and the journey is pleasant with noticeable positive changes. We are sure; this kind of educative projects will make a difference in responsible usage of Agrochemicals in Indian Agriculture.

## **Train the Trainers & Presentation Skills Workshop**

CropLife India in association with East India Crop Care Association organized 15 training workshops in Burdwan and Hooghly Districts in WB for the benefit of field force of the Industry as also the farmers involved in our GRES Project in Eastern India. Large 1000 Safety Posters and 500 Safety Kits were distributed.

CropLife International's Stewardship Director Dr. Keith Jones attended two of these workshops. A total number of 55 executives and 500 rice growers were trained in these training workshops. The workshops helped in improving the training skills of the field force of the Industry Change Agents & the improved Safety awareness amongst the farmers.

## **Seed Treatment Campaign**

Ministry of Agriculture (MOA) had initiated a "Seed Treatment Education Campaign" in Kharif 2007. The CLI and its Members were fully involved in this Campaign from conception to its implementation. Emboldened by its success, the MOA continued the Campaign during 2010 -11. This time again, CL India and its Members have lent full support by undertaking the following activities:-

*Creating awareness amongst farmers through demonstrations and field campaigns;*  
*Making appropriate seed treatment products available to farmers;*  
*Imparting training on methods of seed treatment;*  
*Production and distribution of educational posters*

The Association and its Members participated and made Presentations in a meeting convened by the JS (Plant Protection), MOA on 15 April 2011 to decide on Action Plan for the Campaign during Kharif 2010-11.

## **Regulatory Issues**

During the year, the Association actively coordinated with the Regulatory authorities viz. CIB & RC, DAC, GoI, and held interactions from time to time on issues of concerns to the industry. CLI continued to focus on decongesting the system of market access for new solutions to meet farmer's dynamic needs; simplifying & streamlining of Guidelines and procedure for enabling faster registration without compromising on safety.

On each Issue mandated by Regulatory Affairs Group of CLI (RAG), we held meetings with concerned authorities to cogently argue our case and give a Scientific justification in support of our request emphasizing on how this will further the interest of the farmers and Indian Agriculture.

## **Manpower issues at CIB&RC**

There was substantial improvement in processing and scrutiny of registration applications at CIB&RC under Mr. S Rahate IAS. However, especially thereafter the process has slowed down due to manpower constraints in the Toxicology and Packaging departments. Proactive intervention by your Association and timely follow up with the DAC at the highest level in the

MOA has helped in gradually easing these constraints. With the appointment of PPA and the Secretary CIB & RC of late, functional Improvement is being actively sought and expected!

### **MRLs in Commodity/ food & Consumer Safety” during October 26-28, 2010 to foster a common perception about “why and how” of MRL**

As decided in a joint meeting of CL Asia RAPT and CLI RAG held in Delhi on February 9, 2010, a Workshop on “MRLs in Commodity/ food & Consumer Safety” **to foster a common perception about “why and how” of MRL was organized in collaboration with the Ministry of Agriculture** during October 26-28, 2010. Mr. P K Basu, Secretary Agriculture, inaugurated the Workshop. Dr D Kanungo, Addl DGHS and Mr. S Rahate, JS & PPA conducted the Work Shop. The DGHS, with other Senior Officers of the MOH&FW, FSSA DAC, ICAR and Commerce & Industry besides large no of Scientists participated in this 3 day long Work Shop. **Most of the recommendations of the Work Shop are being adopted.**

### **Open House with industry**

*The Chairman of the RC, Dr .G. Singh desired to acquaint himself with problems of the Industry and suggestions of All the Industry Associations about mitigating these. In the Open House (OH) convened on the 19<sup>th</sup> May 2010 for the purpose, CLI made an effective presentation to bring about required improvements in a scientific manner to the process of market access and thus defend your interest. Your problems were further pursued in another OH held on the 15 Feb 2011.*

*Our consistent efforts with the MOA/CIB & RC have resulted in Significant “streamlining” and “simplification” of procedures leading to appreciable improvement in the registration process. Efforts are continuing to not only to sustain but further improve the process.*

*We present below the results achieved through persistent efforts by your Association and continuing efforts for further improvements.*

***Accelerated storage Stability (ASS) data to be accepted for grant of provisional shelf- life.***

*CIB & RC is working out the modalities for implementing the decision*

**In line with international practice, exposure studies to human and livestock has been ‘dispensed’ with.**

**ICAR comments – ‘deemed’ approval if the ICAR comments are not received within 30 days of dispatch of the query by CIB&RC**

## **Legal cases**

Your Association has successfully contested infringement of the 'CropLife mark' and pursued pending cases in the court to seek relief for the Industry.

## **Sale Permission in Punjab**

In the 'Sale Permission' case pending in the Punjab & Haryana High Court during the hearing on May 19, 2011, the writ petition was admitted for 'regular' hearing. The operation of the impugned order was stayed until further orders.

## **Counterfeit Products & Sale of Bio-Products laced with chemical pesticides**

The presence of spurious pesticides in the market is major problem. Another permutation of 'illegal/counterfeit pesticides' is 'bio-products' laced with illegal chemicals. Hence the 'bio' label is fraudulently usurped by criminals putting chemicals into 'bio' products. This is a major issue for India and farmers are being duped into believing they are buying 'bio' but in fact most of what's for sale, are illegal chemicals sold as 'bio' products and it's rapidly growing !

Your Association has set up a Task Force to tackle this challenge. The Task Force took up with the States of Karnataka & Andhra Pradesh along with the State Industry Associations; with "*actionable evidence*", the need for effective action against those selling bio-products laced with chemicals pesticides.

D'Arcy Quinn an International expert on Anti Counterfeiting visited us from CropLife International and enlightened the Members of the Task force as also the Regulators on possible ways of tackling this growing menace while sharing his global experience of curbing such illegal activities.

## **Pesticides testing & Quality Control**

Your Association has offered to extend full support to the Government in its various endeavors to ensure availability of Quality pesticide and control the menace of sub-standard and spurious products. Our contribution in this regard during the year is as under:-

*Submitted proposals for combating sale of spurious/sub-standard pesticides;*

*Also submitted Memorandum to the AS and JS (PP), GOI suggesting action by Central Government and states to rein in such operators including those selling chemical pesticides in the name of so called bio-products;*

*Commissioner of Agriculture, Govt. of AP and the Secretary and Director of Agriculture in Karnataka were approached in July 2011 to seek effective action against sellers of spurious/sub-standard/ pesticide/ & insecticide laced bio products followed by submission of a Memorandum;*

*Effective actions by the Directorate of Agriculture in AP and Karnataka have followed. Govt. of India has planned actions in three other States.*

## **Fiscal levies**

In the context of formulating proposals for the Union Budget 2011-12, the Ministry of Agriculture & the Chemicals Ministry convened separate meetings under chairmanships of Secretary, Agriculture & JS (Chemicals), respectively in **Dec 2010** to seek the views of Associations of the Pesticides Industry in regard to various fiscal levies.

Your Association participated in the above meetings and sought reduction in excise duty; fiscal incentives for encouraging R&D on the same lines as for pharmaceuticals; incentives for promotion and extension. This was followed by submission of a detailed Memorandum to the Ministry of Agriculture, & Chemicals & Ministry of Finance (MOF).

## **Pesticides Management Bill (PMB) 2008**

The Government introduced the Pesticides Management Bill (PMB) to replace the Insecticide Act (1968) in Rajya Sabha in October 2008. As you know various stages in the process of drafting the Bill by the MOA, your Association had given suggestions to reflect the Industry concerns & views.

The Bill was referred to the Standing Committee on Agriculture (SCA) for review.

The SCA submitted its Report to the Parliament on February 18, 2009 and its Recommendations were studied by the Ministry of Agriculture (MOA) and the concerned Ministries.

The Govt. has accepted 24 of the recommendations of the SCA and submitted a list of Amendment along with the PMB for discussion in the Rajya Sabha. Though listed repeatedly in every session it is still awaiting a formal debate and passage.

It is hoped that the New Pesticide Law will lead to more effective regulation of the manufacture/import, distribution and use of pesticides with the aim of minimizing risk to human/animal health/environment and will give farmers access to better Crop Protection solutions that would help in increasing crop yield and quality of Agriculture produce.

### **Negative Campaign against Pesticide Industry**

During the year, your Association continued its efforts on its own as also through the Agrochemicals Policy Group (APG) to counter un-scientific criticism of the industry by vested groups. The CLI continued its campaign by actively participating and also at times sponsoring educational workshops, bringing out publications /educational aids and Articles concerning pesticides and their contribution to Indian Agriculture while countering the clandestine sale of spurious & pesticide laced bio products.

### **Coordination with CropLife Asia and CropLife International**

CropLife India continued its close coordination with CropLife Asia and CropLife International on the important issues viz. *Stewardship, Regulatory, IPR/Data & Trade Mark Protection, promotion of safe, responsible and judicious use of Crop Protection products under IPM approach* etc. **We acknowledge and express our sincere gratitude for the technical and financial support given by them for the educational efforts of your Association.**

### **Action Areas for the future**

Going forward, your Association will continue to pursue with added vigor the laid down Objectives and implement effective action plans that would focus inter-alia in the following areas:

- ☞ *Promoting Responsible Use of Crop Protection Products by educating the stakeholders including the trade partner on IPM and Safe & Judicious Use of Crop Protection Products*
- ☞ *Support to Govt.'s Plan for ensuring Food Security by enhancement of rice productivity through new technologies / solutions*
- ☞ *Counter the menace of sub-standard, spurious products and chemical laced bio products.*
- ☞ *Encourage R& D and respect for IPR including Data Protection*
- ☞ *Close coordination with Regulatory Authorities to facilitate early introduction of new CP solutions/technologies for the benefit of farmers*
- ☞ *Integrate Biotechnology Crops in IPM packages*
- ☞ *Encourage harmonization of data and regulatory functions viz Mutual Data Acceptance & a robust 'E Filing' System to take full advantage of globalization*
- ☞ *Promote Environmental Protection; sensitize about 'climate change' & criticality of water conservation.*
- ☞ *Present Industry perspectives in an objective manner and communicate directly and to establish industry's contribution to the society thus building its image.*