

TRAINING THROUGH LOCAL PARTNERSHIPS

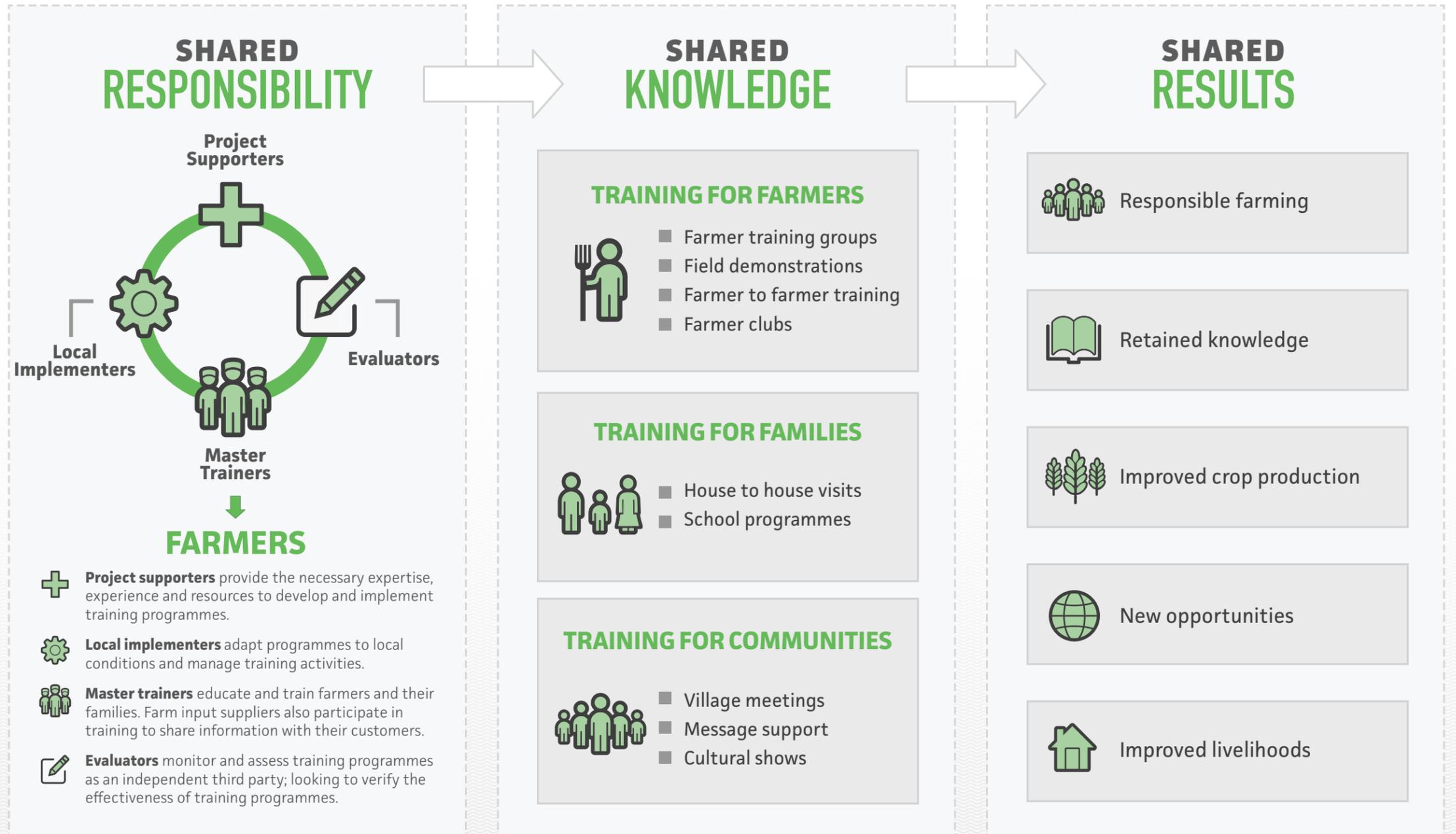
A model for agricultural training in rural farming communities



THE TRAINING MODEL

CropLife International has developed a training model for agricultural education and training in rural farming communities. The model encourages partnerships with local organisations to share knowledge and measure the benefits for farmers, families and communities.

After successful implementation in the Adoni region of Andhra Pradesh, India, the model can now be adapted for, and implemented in, other regions around the world.



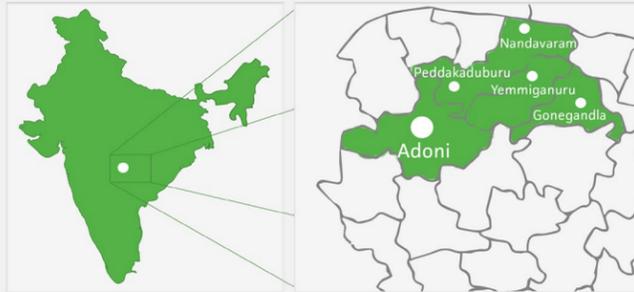
Monitoring & Assessment

ADONI: THE MODEL IN ACTION

Located in Southern India, the Adoni region of Andhra Pradesh is home to over 500,000 people, many of whom are involved in agriculture. Communities in Adoni depend heavily on farming for their livelihoods, primarily growing cotton, rice and chilli's in over 140 villages.

In 2009, CropLife International partnered with two local organisations in Adoni to provide training on Integrated Pest Management (IPM), responsible use and the secure storage of crop protection products.

The project aims to reach 100,000 farm families over a four-year period.



SHARED RESPONSIBILITY

“The key is finding local partners who can adapt programmes to local conditions, bring together skilled trainers and deliver effective training to the community.”



Dr. Keith Jones (CropLife International)



PROJECT SUPPORTERS

CropLife International, CropLife Asia and CropLife India worked to initiate the project in Adoni by identifying the local organisations that could deliver the training and monitor results. Once these two organisations were identified, CropLife International provided expertise, experience and resources to implement and manage the training programmes. Additional financial support was provided by USAID (Global Development Alliance).



LOCAL IMPLEMENTERS & MASTER TRAINERS

EFFORT is an organisation in Adoni whose knowledge of agriculture in the region made them an ideal candidate for project implementation. CropLife International and EFFORT collaborated to develop and train a network of master trainers that educate and train farmers, families and communities throughout the region.



EVALUATORS

BIRDS (Bharati Integrated Rural Development Society) is an independent third party organisation in Adoni, responsible for monitoring and assessing the results of training programmes. Through pre and post training surveys, BIRDS has measured the effectiveness of different training methods; with the key indicator being changes in farmers' practices.

SHARED KNOWLEDGE

In Adoni, training covers a wide range of topics including inspecting crops, identifying beneficial insects, wearing personal protection equipment, determining when and

when not to spray, correct spraying techniques, maintaining sprayer equipment, triple rinsing empty containers and the secure storage of crop protection products.

The following training methods have been adapted to suit regional needs in Adoni:

TRAINING FOR FARMERS



Farmer training groups

Master trainers meet with groups of 20-30 farmers in their villages to provide instruction in a classroom style setting.

Field demonstrations

Master trainers provide practical, hands-on demonstrations to small groups of male and female farmers in the field.

Farmer to farmer training

Farmers are encouraged to pass on what they have learned to other farmers in the community, both verbally and through printed leaflets.

Farmer clubs

After training is complete, farmers are encouraged to establish official clubs where they can meet to learn and share information, while developing plans to improve the community. These clubs also benefit farmers by providing access to important financial services.

TRAINING FOR FAMILIES



House to house visits

Master trainers visit farm families in their homes to provide education and training that is relevant to the entire family.

School programmes

Many children in the region are from farm families, therefore master trainers visit schools to provide general information about farm safety.

TRAINING FOR COMMUNITIES



Village meetings

Village meetings provide an opportunity for the whole community to listen in and participate in farmer training groups.

Message support

Informative posters and wall paintings are placed throughout villages to serve as reminders of what has been shared during farmer training groups, field demonstrations, house to house visits, village meetings and cultural shows.

Cultural shows

Cultural shows draw large crowds in village centres, where song and dance becomes a vehicle for delivering important training messages to the community.

SHARED RESULTS

THROUGHOUT THE FOUR YEAR PROGRAMME IN ADONI:



WOMEN IN ADONI

In 2010, the project expanded to include women, hiring the first female master trainer to train both men and women throughout the region. Over the course of the programme:



“In society, it is good that women are becoming leaders.”

Graceamma, Master Trainer



RESULTS IN ADONI

Preliminary findings in Adoni have demonstrated that the training model is effective, and that local partnerships are vital to its successful implementation. The key measure of success for this model is farmer retention. Farmers have not only gained new knowledge and improved their practices, but are retaining and reinforcing what they have learned years after completing their training.

Preliminary findings in Adoni show:

- 93% of farmers are able to identify beneficial insects immediately after training and 94% two years later.
- 95% of farmers consistently understand pesticide labels immediately after training and 99% two years later.
- 94% of farmers wear personal protective equipment immediately after training and 100% two years later.
- 98% consistently store pesticides safely immediately after training (either in a locked box or out of reach from family members) and 99% two years later.

Retention is achieved by reaching farmers in the field, at home and during their leisure time so that messages resonate through their daily routines. Farmer to farmer training then empowers farmers to gain an even deeper understanding of the subject matter by becoming educators themselves. This continues over time, spreading messages through the community and increasing the numbers reached.

SHARED RESULTS

1 | RESPONSIBLE FARMING

As a result of the training, farmers in Adoni are reading pesticide labels; wearing personal protective equipment; and storing crop protection products safely. They are able to identify beneficial insects, and determine when and when not to spray their crops. Farmers are using crop protection products responsibly to maximise their benefits and protect the environment.

“We are seeing a more responsible farming community that is implementing this new knowledge into their daily lives.”

Paul Raja Rao, BIRDS



2 | RETAINED KNOWLEDGE

Survey results in Adoni indicate that farmers are retaining what they have learned well after completing their training. In the case of personal protective equipment, results indicate the percentage of farmers wearing it actually continued to increase in the year following training. This is largely due to reinforcing messages through farmer to farmer training, village meetings and farmer clubs.

“Post training analysis has shown that farmers are retaining what they have learned one year after completing their training. This retention of knowledge demonstrates the success of this training model.”

Keith Jones, CropLife International



3 | IMPROVED CROP PRODUCTION

Educating farmers in Adoni has enabled them to properly use crop protection products to maximise their productivity. Farmers have made the connection that IPM and the responsible use of crop protection products are essential elements in growing sustainable, high quality crops.

“The population primarily depends on agriculture in Adoni. It's very important that farmers have new technologies to increase their productivity. As a result of training, farmers are improving their practices and achieving a higher quality of crop production.”

Ramachandra Murthy, Project Manager



4 | NEW OPPORTUNITES

Training programmes have provided the opportunity for farmers to improve their farming practices and get involved with their communities. Forty five master trainers have been employed through these programmes, while EFFORT and BIRDS have acquired valuable skills and services they can use to implement new training programmes in the area and elsewhere. Crop protection retailers are attending sessions, learning and sharing information with their customers.

“We mobilise all our dealers and try to attend every time, as it is useful to our business community and farmer community. The training programme is very important, especially for our region.”

N. Ashokananda Reddy, Crop Protection Retailer



5 | IMPROVED LIVELIHOODS

These training programmes are bringing benefits to the entire Adoni community. Farmers have improved their practices and are growing better crops, leading to improved family livelihoods. Through farmer clubs, they are continuing to share information and invest in local farming development, while the broader community has greater awareness of safety on the farm and at home.

“Our future is quite secure. One girl is studying in the government school here. We are sending another daughter to a school in the village. Our future is good and we are healthy. The training should continue in the same way.”

Rajoli Eranna, Local Farmer





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