

ADONI FACT SHEET

ABOUT ADONI: Located in Southern India, the Adoni region of Andhra Pradesh is home to almost 500,000 people. Many families throughout the region depend heavily on agriculture for their livelihoods, primarily growing cotton, rice and chilli's in over 140 different villages. With crop protection products being used on most farms in Adoni, training on responsible use helps farmers realise the benefits of crop protection products while protecting themselves, their families and the environment.

TRAINING THROUGH LOCAL PARTNERSHIPS: In 2009, CropLife International partnered with two local organisations in Adoni to implement and monitor training programmes 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.

The training programmes in Adoni demonstrate the successful implementation of CropLife International's *Training Through Local Partnerships* model, which can now be adapted for, and implemented in, other regions around the world.

SHARED RESPONSIBILITY



CropLife International, CropLife Asia and CropLife India initiated the project by providing expertise, experience and resources to local organisations in Adoni.



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.



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 farmer's practices.

SHARED KNOWLEDGE

TRAINING FOR FARMERS: Master trainers deliver education through farmer training groups and field demonstrations, providing both a classroom and hands-on setting to learn about inspecting crops; deciding when and when not to use crop protection products; wearing appropriate personal protective equipment; correct and safe application techniques; managing empty containers; and secure storage of products. Farmers are encouraged to pass training forward to other farmers, allowing valuable information to spread through the community. Upon completion of training, farmers can voluntarily establish clubs and meet to continue learning and sharing information.

TRAINING FOR FAMILIES: In house to house visits, master trainers meet farm families in their homes to share information relevant to the entire family, including how and where to securely store crop protection products. As many children in Adoni are from farm families, , master trainers also visit schools to provide general information about farm safety.

TRAINING FOR COMMUNITIES: Village meetings provide an opportunity for the whole community to listen in and participate in farmer training groups. Community members can also read important information on posters placed throughout their villages. Perhaps the most innovative educational approach is cultural shows; drawing large crowds and utilising song and dance to deliver important safety messages to the entire community.

SHARED RESULTS

THROUGHOUT THE FOUR YEAR PROGRAMME IN ADONI:



45 MASTER TRAINERS



directly trained



20,000 FARMERS



who then trained an additional



81,000 FARMERS



for a total of

101,000 FARMERS TRAINED

THIS INCLUDES **696** TRAINING GROUPS IN **142** VILLAGES

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:

2

FEMALE MASTER TRAINERS



trained

24

FARMER TRAINING GROUPS

INCLUDING **350** MEN AND **650** WOMEN



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.