TRAINING THROUGH LOCAL PARTNERSHIPS
A model for agricultural training in rural farming communities
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.
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 160 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 initially aimed to reach 100,000 families over a four-year period. Eventually, 128,000 were trained over six years.

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

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
- Field demonstrations
- Farmer to farmer training
- Farmer clubs

**TRAINING FOR FAMILIES**
- House to house visits
- School programmes

**TRAINING FOR COMMUNITIES**
- Village meetings
- Message support
- Cultural shows

**PROJECT SUPPORTERS**
CropLife International, CropLife Asia and CropLife India worked to initiate the project in Adoni by identifying 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**
BIROS (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, BIROS has measured the effectiveness of different training methods, with the key indicator being changes in farmers’ practices.
THROUGHOUT THE SIX-YEAR PROGRAMME IN ADONI:

46 MASTER TRAINERS
directly trained

26,000 FARMERS
who then trained an additional

102,000 FARMERS
for a total of

128,000 FARMERS Trained
This includes 878 training groups in 169 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

29 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

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.

Findings in Adoni show:

- 90.3% of farmers could identify beneficial insects immediately after training, rising to 97% four years later. All farmers can identify crop pests.
- 97.4% of farmers understood the main components of responsible use (e.g. proper handling and storage of crop protection products) immediately after training, rising to 99.5% four years later.
- 93.2% of farmers were aware of the dangers of counterfeit pesticides (including how to recognize and avoid them) immediately after training, rising to 97% four years later.
- 89.7% of farmers disposed of their empty containers safely immediately after training, rising to 99.5% four 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.

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.

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

Graceamma, Master Trainer

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."

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.

"The population primarily depends on agriculture in Adoni. It’s very important that farmers have new technologies to increase their productivity."

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

Rajoli Eranna, Local Agrodealer

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.

"As a result of training, farmers are improving their practices and achieving a higher quality of crop production."

"We mobilise all our dealers and try to attend every time, as it is useful to our business community and farmer community."

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.

"These training programmes are bringing benefits to the entire Adoni community. Farmers have improved their practices and are growing better crops."n

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.

"Our future is quite secure. One girl is studying in the government school here."

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Ramachandra Murthy, Project Manager