Ashokananda Reddy is a retailer of crop protection products for farmers in the Adoni region of Andhra Pradesh, India. As a retailer, farmers depend on him as a primary source of information on how to manage pests and diseases.

Reddy is one of many retailers to participate in CropLife International’s crop protection stewardship training programmes in Adoni. He has attended training for the last two years to learn more about ways to educate his customers on good crop protection practices.

“To gather major information, the farmer first comes to the retailer,” he noted. “They are going away satisfied because we give them good suggestions, such as how to use a pesticide, how to store it and how to dispose of it.”

“In CropLife International, we see it as a partnership,” stated Reddy. “We mobilise all our retailers, and try to attend every time, as it is useful to our business community and farmer community.”

Reddy also helps educate farmers through CropLife International training posters mounted in his shop. “Since all the information is shown with pictures, the farmers are able to understand it immediately. And the farmers like it.”

Reddy stressed that retailers must continue to participate in training programmes for the benefit of farmers, local businesses and the region as a whole.

“It is very important for retailers to participate in the training programmes,” concluded Reddy. “I hope there is a bright future for the farmers. Not only in Adoni but a bright future for farmers across India.”