Ramachandra Murthy is the project manager for CropLife International’s stewardship training programmes in the Adoni region of Andhra Pradesh, India. He helps manage local partners who are responsible for delivering training and monitoring results.

“Such training is critical in this province,” stated Murthy. “Primarily they depend on agriculture. Productivity is the key, and that comes through new ideas and new crop protection products and solutions.”

CropLife International’s training model is innovative in that one farmer is trained directly, who then passes training forward to four other farmers. “The farmers share their learning and knowledge to fellow farmers and also ensure that they are practicing,” he said. “In this fashion, the model aims to reach 100,000 farm families over four years.”

Local partner EFFORT is an organisation in Adoni responsible for implementing training. “EFFORT’s role in the project is key,” Murthy explained. “They carry out the training programme and identify master trainers who they train and ensure the whole activity is happening as per the plan.”

The second partner, BIRDS, is responsible for monitoring the results of training programmes. “They understand. They observe. They record. They report,” added Murthy, emphasising the importance of having an independent third party in this role.

Over the past few years, Murthy has observed successful outcomes first-hand. “We’ve been using new technologies and new products that are increasing their productivity,” Murthy added. “They have the knowledge to identify the insects that are beneficial. They take the product and use it the way it is supposed to be used. We are seeing the progress. It’s a bright future for farming in Adoni.”