Partnering for a New Training Model: Sharing knowledge, responsibility and benefits in the Adoni region

Rajoli Veeranna, Adoni Farmer

For farmer Rajoli Veeranna, training in the proper use of crop protection products has led to better crop yields and more secure income for his family. Rajoli is a third generation farmer in the Adoni region of Andhra Pradesh, India, and though crop protection products have long played an important role in his crop protection strategies, he and his family understood little about integrated pest management (IPM).

Rajoli recently participated in a training program that utilizes local partnerships to provide instruction in how to inspect crops, identify beneficial insects, use personal protection equipment correctly, employ proper spraying techniques and securely store crop protection products. Training in these important topics has benefitted Rajoli’s farm and his family because it has led to better yields and more secure income. Hear from Rajoli in this video.

CropLife International developed the model used in the Adoni region for agricultural education and training in rural farming communities. The model encourages partnerships with local organizations to share knowledge, and to encourage shared responsibility and benefits with farmers, families and communities. After successful implementation in the Adoni region, the model can now be adapted for, and implemented in, other regions around the world.

To learn more about how CropLife International, CropLife Asia and CropLife India have partnered with local organizations to train farmers in integrated pest management, responsible use and the secure storage of crop protection products visit the Training Through Local Partnerships site.