

Responsible Use Stewardship Project in India

Training 100,000 farm families in the responsible use of crop-protection products.

In the Adoni region of Andhra Pradesh, South India, there are multiple crops (resulting in year round cropping), a high percentage of full-time farmers, high pesticide use and a high rate of “adverse pesticide incidence”.

To maximise the benefits and minimise the risks of using crop protection products, a project was developed which aimed to train (directly, or indirectly via farmer to farmer transmission) 100,000 farm families in the responsible use of crop protection products within the context of Integrated Pest Management (IPM); promote the secure storage of crop protection products amongst 100,000 farm families; demonstrate statistically valid impacts (behavioural changes, reduction in contamination and poisoning incidents) on the target population; and determine what interventions are the most effective in changing behaviour.

A number of different stakeholders are involved in this project: CropLife International, CropLife India, EFFORT (a micro-level experienced Voluntary Organization), Government Departments such as the Department of Agriculture, Medical & Health, Revenue and Development, and Village Communities, the farming community and Farmers’ Associations.

The milestones that the project achieved in the first year were:

- A baseline survey and preparatory works were taken up in the identified villages, to ensure clear understanding of the identified villages and to develop good rapport with the stakeholders.
- A good resource base was developed by the Project Implementing Agency, including human resources.
- Four training themes and 15 training modules were developed to train the identified farmers.
- 5,000 direct farmers were identified and trained in responsible usage, secure storage, personal protection and first aid measures.
- 20,000 indirect farmers were identified and trained by the direct farmers in adopting the farmer-to-farmer approach.
- Farmer Training camps were carried out successfully, with a participation level of 89.61%.
- A specific strategy was designed to cover absentee farmers through conducting special classes and door-to-door visits, which aimed to convey the project’s messages to 100% of the identified farmers.
- Mechanisms were developed to upgrade the skills and knowledge of the project staff and to monitor the project activities.
- Good documentation systems were developed from village level to office, to measure the progress and impact of the project.

