

Syngenta launches farmer helpline

Helpline to provide free crop advisory as well as other information on agriculture related issues that the farmers are facing due to COVID19 situation.

New Delhi, April 20, 2020: In response to farmers' concerns due to the COVID 19 pandemic lockdown, Syngenta India has launched a nationwide tele-consultation initiative called **Syngenta Kisan Helpline**.

Farmers can place a toll-free call on Syngenta Kisan Helpline Number **1800-1-215-315** from both landline and mobile phones. The helpline will provide farmers across India with free crop advisory as well as any other information on agriculture issues that the farmers are facing in these unprecedented times of restricted movement due to COVID19 situation in the country. Syngenta's team of experts will address questions, provide guidance, and will support them if any urgent help is required for specific agriculture challenges.

A total of sixteen channels has been created to address calls in nine different languages - Hindi for Rajasthan, Uttar Pradesh, Madhya Pradesh, Chattisgarh, Bihar, Haryana, Jammu and Kashmir, Himachal Pradesh, and North Eastern States. Rest of the channels will address farmer's concern in regional languages such as Punjabi, Marathi, Gujarati, Telugu, Tamil, Kannada, Odia and Bengali for states of Punjab, Maharashtra, Gujarat, Andhra Pradesh and Telangana, Odisha and West Bengal respectively.

Rafael Del Rio, Managing Director, Syngenta India Limited said, "Farmers are at the center of everything we do and at a time when the farmers are approaching harvest and preparing for the Kharif season, it is paramount that proper advisories are given to the farmers and we thought it best to give the farmers a platform to raise their concerns. The dedicated lines will help address many critical issues as well as in providing important information during the lockdown period and beyond."

Dr. KC Ravi, Chief Sustainability Officer, Syngenta India Limited added, "Farmers usually face a diverse set of issues from unpredictable weather, pest infestations, plant diseases or changing market conditions and during a pandemic like COVID19, timely and credible information is imperative to avoid panic that can aggravate disruptions. By establishing this national helpline, we intend to ensure that a channel is available for farmers to raise and clarify their agriculture and farming issues".

Apart from receiving inbound calls, the call center will reach out to farmers to inform them about maintaining social distancing, use of PPEs' and other precautionary measures related to COVID 19.

The helpline will be operational between 09:30 am – 05:30 pm every Monday to Saturday.

About Syngenta

Syngenta is a leading agriculture company helping to improve global food security by enabling millions of farmers to make better use of available resources. Through world class science and innovative crop solutions, our 28,000 people in over 90 countries are working to transform how crops are grown. We are committed to rescuing land from degradation, enhancing biodiversity and revitalizing rural communities. To learn more, visit us at www.syngenta.com, www.syngenta.co.in, Follow us on Twitter: www.twitter.com/Syngenta

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