

## PRESS RELEASE

# Syngenta conducts “WeCare Campaign” for growers of cotton geographies in Karnataka

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**Hubli, August 20, 2019:** India is one of the largest producers and exporters of cotton in the world and offers livelihood to millions of growers, **and Karnataka holds a key position with respect to cotton production in the country.** As such, it is imperative that cotton cultivation remains sustainable and beneficial for the growers. Adopting innovations and best practices to ensure both a qualitative and quantitative benefit for cotton growers is equally important. Encouraged by results of its performance last year, Syngenta India has embarked on its unique **WeCare** campaign for cotton growers in Karnataka at Hubli, Gangavati, Bijapur and Raichur. **Graced by District Agriculture Department Officials the program witnessed huge participation from school students, distributors and retailers. More than 200 farmers also participated at each location.**

The two-day “WeCare” Campaign focuses on basic aspects of health and hygiene, safe use and secure storage of crop protection products aimed towards school students so that they can share the learnings with their families. This unique campaign uses a two-way communication approach (school-to-home and home-to-school) which is a distinctive mechanism for reaching out to the farming community.

**Dr K C Ravi, Chief Sustainability Officer, Syngenta India Ltd said,** “As part of the project, Syngenta India developed a plethora of brief and exciting Akbar Birbal comic stories for school students that emphasize the need for safe and responsible use of crop protection products. Children usually re-count the happenings at school and would retell these engaging stories to their parents. This approach will have a positive effect on the parents - the outcome would be beneficial for the community as it will strengthen and emphasize the need for safety and responsible use and would also be a lifelong learning for children.”

Syngenta also conducted a training program for growers and spraymen emphasizing on safe use and handling of crop protection products, labels on products, health and hygiene and triple rinsing for safe disposal of used and empty containers.

**“We have launched this programme simultaneously in the all the 06 cotton growing geographies of India that include Andhra Pradesh, Maharashtra, Punjab, Karnataka, Gujarat and Telangana on 19<sup>th</sup> & 20<sup>th</sup> August 2019,”** Dr Ravi said.

Syngenta India’s field team regularly holds stewardship training sessions for farmers. During these sessions, farmers are instructed to use the Five Golden Rules for Safe Use of Crop Protection Products. After these intensive training sessions, the farmers become mindful about reading and understanding product labels, exercise caution at all times while handling a product, maintain application equipment in good working condition, practice good personal hygiene before, during and after using products as well as usage of appropriate Personal Protective Equipment.

**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 [www.syngenta.com](http://www.syngenta.com) and [www.twitter.com/Syngenta](https://www.twitter.com/Syngenta)

**For further information, please contact us at:**

**R Vaithyanathan**

r.vaithyanathan@syngenta.com

+91-9711992499