

Syngenta's innovative projects: I-SAFE & Mobile Health Clinic draw huge crowds at Agrovision

Nagpur, November 22, 2019: In line with the Prime Minister's vision of Doubling Farmers Income by 2022, Syngenta, the leading agribusiness company, adopted the theme: Securing the Future through Growth, Sustainability and Safety at the 11th edition of Agrivision. Organized by the Agrivision Foundation, the event provides a common platform for members of the farming community to showcase and discover new tools of science & technology that offers opportunities for growth to them in the agriculture sector.

Syngenta remains committed to focusing its innovation on helping growers deal with climate change impacts, including changing weather patterns and increasing pest pressure. With our 'think like a grower' approach, we have showcased solutions and products that will help farmers solve problems related to seeds, inputs, weeds, pests, safe use and technology at our stall at the Agrovision Exposition.

Keeping in mind and pursuing our commitment to farmers' health and safety, we at this event are specifically focusing on our innovative health & safety program I-SAFE (Inculcating Safety Awareness for Farmer Empowerment) which is a first-of-its kind initiative in the country and was first implemented in Yavatmal, Maharashtra. The program aims to instill among farmers an awareness about health & safety and will equip spray men with tools and techniques of spraying.

Under the I-SAFE program we aim to enable more than 10,000 farmers and spray men to become competent in the use, spraying and handling of agro-chemicals and to train them to become Spray men Entrepreneurs.

Dr K C Ravi, Chief Sustainability Officer, Syngenta said, "we have been carrying out farmer training activities, campaigns on Personal Health and Hygiene and Safe Use, Doctor Training Programmes and have been operating the Syngenta Wockhardt Mobile Health Clinic in Vidarbha region since 2017 -18 and our I – SAFE initiative further cements our actions, activities and commitment to farmers the farmers of the region."

Farmers at the Syngenta pavilion are keen to know more about Syngenta's products and offerings. A quiz program for farmers on safety, health and hygiene is being conducted, with prizes being given to farmers who demonstrate a good understanding of the issues of safety, health and hygiene. A mannequin at the pavilion with full personal protective kit is drawing a lot of attention & interest from the farmers. Farmers are also taking the benefit from the free medical assistance being provided by the Syngenta Mobile Health Clinic on the Expo Site.

Quiz programme for farmers on safety attracted huge crowd and prizes were distributed.

About Syngenta:

Syngenta is one of the world's leading agriculture companies. Our ambition is to help safely feed the world while taking care of the planet. We aim to improve the sustainability, quality, and safety of agriculture with world-class science and innovative crop solutions. Our technologies enable millions of farmers around the world to make better use of limited agricultural resources. With 28,000 people in more than 90 countries we are working to transform how crops are grown. Through partnerships, collaboration and The Good Growth Plan we are committed to improving farm productivity, rescuing the land from degradation, enhancing biodiversity and revitalizing rural communities.

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