Committed to Farmer Safety

BASF
We create chemistry

Let's move forward together

Farming is the biggest job on earth. We support productive, sustainable agriculture, allowing farmers to protect the land they hold for future generations while meeting the demands of modern society.

We pledge to:

- Invest in the right solutions to enable farmers to grow more quality food, more efficiently.
- Share our expertise to help farmers to make a better life for themselves and their communities.
- Never compromise on safety to allow farmers work in a safe environment and produce safe, healthy food.
- In everything we do, we will play our part in leaving a positive environmental inheritance.
- We stand shoulder to shoulder with farmers. Together, we will move forward on our journey.

Suraksha Hamesha training for farmers in India

We promote farmer safety

Safety underlies everything we do. This is why Product Stewardship - the responsible and ethical management of our products throughout their entire lifecycle - is so close to our heart.

The responsible use of our crop protection products is a core focus of our business. We believe that every farmer, irrespective of the size of the holding, should be protected from exposure hazards experienced on the farm, such as chemical vapors and contact of chemicals with eyes and skin.

However, we know that farmers particularly face the challenge to access correct information, advice and equipment to enable them to work in a safe environment.

Sharing our knowledge and experience with farmers

BASF has long been training farmers on aspects of safety while dealing with Crop Protection Products.

Since 2016, BASF has been conducting dedicated **'Suraksha Hamesha'** training programs for farmers in India. Meaning **'Safety all the Time'**, the program serves as a platform to help educate farmers and spray men about the 9 steps of responsible use of crop protection products and personal protection measures.

Using tools such as safety films, posters & presentations, the team shares messages on important stewardship topics – including the handling, usage, storage, and disposal of crop protection products. Use of personal protection equipment is also emphasized.

More than
71000
farmers trained

Over
3700
women farmers trained

Over
11800
spray men trained

More than
900
channel partners reached

More than
13400
students covered

Participation of more than
1550
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	47611	2466	7731	477	13487	956
2016	23397	1273	4144	423	0	625

'Suraksha Hamesha' meetings are conducted across all our territories where we operate.These meetings are focused exclusively on promoting responsible use of crop protection products and personal protection measures - no product promotion is done during these meetings. During these meetings, we also involve the state and central government's farm extension teams at the respective locations. Over the last two years, BASF has reached out to

more than
71000
farmers
and
Over
11800
spray men
across India.

In 2018 we aim to reach out to additional 40,000 farmers & spray men with our **'Suraksha Hamesha'** initiative.

BASF 'Sanrakshan® Kit: Personal Protection for Safe Farming

BASF has developed a first of its kind 'Sanrakshan Kit' which contains certified personal protection equipment designed to meet the safety requirements of farmers

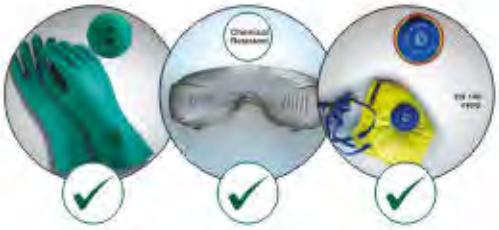
The 'Sanrakshan Kit' supports farmers who strive to achieve good agricultural practices by providing expert advice on how to minimize the risk of exposure to certain crop protection products.

Apart from the important aspect of safety, the kit has the additional bonus of being affordable and comfortable to wear.

The 'Sanrakshan Kit' is being made available in the market by BASF at subsidized rates. Since 2016, close to 24,800 kits were made available to farmers.

In 2016 close to
11500
kits were made available to farmers

In 2017 close to
13300
kits were made available to farmers



Bringing a Social Change.

Women are an important part of the society and key decision maker who can bring about positive social change. Under the umbrella of 'Suraksha Hamesha', BASF has made a consistent effort to spread the message on safety to around 3700 women farmers.
"For me my family safety comes first, by attending the Suraksha Hamesha meetings my understanding of safety measures to be taken during the spraying operation and the importance on the usage of personal protection equipment's has increased."
Sujatha,Hassan, Karnataka

Taking safety to the future generation

As part of our endeavor to educate the youth on the aspect of safe farming practices, BASF conducted Suraksha Hamesha meetings in 140 schools across India covering 13400 students.

"I shared the 9 steps message with my parents, which I received during BASF Suraksha Hamesha meeting which was conducted in our school. Following them will make farming safer for my family" Shivam Kumar, Kannauj, Uttar Pradesh

Direct from farmers :

"Before BASF training, I did not know how to take proper precautions during spraying. I am now aware of the measures I need to take when working with crop protection products. For my own safety, I intend to use personal protective equipment from now on."

Hariom Shau, Dhamtari, Chhattisgarh.

"Thank you to BASF for caring about my safety and the safety of my fellow farmers."

Shubhash.D.Mote, Kini, Maharashtra.

"As a result of Suraksha Hamesha training, I have started to use personal protective equipment. I believe that regular use will keep farmers safe."

Venkatesh, Hassan, Karnataka.

Partnering to Promote Safety:

सत्यमेव जयते

" BASF is driving increased farmer awareness about the safe use of agro chemicals. This will help change Indian farming for the better."

Purendu Majumdar, Assistant Director of Agriculture, Medinipur, West Bengal.

" Suraksha meetings promote farmer safety and provide valuable training for farmers and those involved in spraying

G . D . Swami, Agriculture Officer, Ardhapur, Maharashtra.

" Thanks to Suraksha Hamesha, farmers now understand the importance of safe working This BASF-led initiative will also have a positive impact on the environment."

Rajesh Kumar, Agriculture Development Officer, Sirsa, Haryana.

" Thanks to the Suraksha Hamesha program, farmer are much more aware about personal protective equipment."

Rakesh Kumar Katiyar, Agriculture Development Officer, Kannauj, Uttar Pradesh

" At BASF, safety is a central element of sustainable business management. We extend our knowledge and expertise with the farmers in our endeavor to move together towards safe farming practices. Initiatives like 'Suraksha Hamesha Meetings' and 'Sanrakshan Kits' are a step towards our vision for safe and sustainable agriculture.

Also I would like to thank Department of Agriculture Cooperation and Farmers Welfare for supporting this initiative.

Taking our initiative forward in 2018 we plan to introduce an improved version of "Sanrakshan Kit" for farmers and we will continue to make it available to farmers at affordable price. "

Rajendra Velagala
Business Director
Crop Protection - South Asia

For more information please mail to: gunjan.bisht@basf.com

Suraksha Hamesha meetings in Maharashtra

More than
24300
farmers trained

Around
1420
women farmers trained

Around
4300
spray men trained

More than
380
channel partners reached

More than
2400
students covered

Participation of more than
570
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	18215	724	3340	219	2463	401
2016	6170	702	977	163	0	173

Suraksha Hamesha meetings in Madhya Pradesh

More than
8800
farmers trained

Around
490
women farmers trained

Around
2780
spray men trained

More than
40
channel partners reached

More than
4860
students covered

Participation of more than
230
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	5580	416	1677	19	4869	112
2016	3271	74	1110	24	0	126

Suraksha Hamesha meetings in Rajasthan

More than
4100
farmers trained

Around
150
women farmers trained

Around
1400
spray men trained

More than
50
channel partners reached

More than
640
students covered

Participation of more than
80
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	2159	69	820	19	648	34
2016	1985	81	589	31	0	51

Suraksha Hamesha meetings in Uttar Pradesh

More than
3300
farmers trained

Around
85
women farmers trained

Around
350
spray men trained

More than
15
channel partners reached

More than
120
students covered

Participation of more than
90
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	2204	67	43	06	126	55
2016	1096	18	314	12	0	36

Suraksha Hamesha meetings in Gujarat

More than
3220
farmers trained

Around
140
women farmers trained

Around
280
spray men trained

More than
70
channel partners reached

More than
120
students covered

Participation of more than
60
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	1711	28	93	28	120	19
2016	1513	120	195	46	0	43

Suraksha Hamesha meetings in Punjab

More than
1360
farmers trained

Around
12
women farmers trained

Around
38
spray men trained

More than
40
channel partners reached

Participation of around
39
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	863	0	21	26	0	21
2016	501	12	17	19	0	18

Suraksha Hamesha meetings in Karnataka

More than
10400
farmers trained

Around
870
women farmers trained

Around
700
spray men trained

More than
80
channel partners reached

More than
2700
students covered

Participation of more than
190
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	6234	711	572	55	2701	121
2016	4177	159	134	31	0	69

Suraksha Hamesha meetings in Tamil Nadu

More than
3060
farmers trained

Around
140
women farmers trained

Around
46
spray men trained

Around
25
channel partners reached

More than
530
students covered

Participation of more than
70
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	2013	100	46	20	530	48
2016	1050	40	0	06	0	25

Suraksha Hamesha meetings in Andhra Pradesh

More than
5390
farmers trained

Around
130
women farmers trained

Around
215
spray men trained

Around
40
channel partners reached

More than
1160
students covered

Participation of more than
100
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	4361	110	160	26	1164	84
2016	1035	24	55	14	0	16

Suraksha Hamesha meetings in Telangana

More than
2000
farmers trained

Around
76
women farmers trained

Around
45
spray men trained

Around
28
channel partners reached

More than
390
students covered

Participation of around
33
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	1385	72	45	12	398	17
2016	695	04	0	16	0	16

Suraksha Hamesha meetings in West Bengal

More than
2600
farmers trained

Around
172
women farmers trained

Around
1307
spray men trained

Around
41
channel partners reached

More than
400
students covered

Participation of around
46
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	1787	161	849	25	416	22
2016	813	11	458	16	0	24

Suraksha Hamesha meetings in other states

More than
2190
farmers trained

Around
36
women farmers trained

Around
360
spray men trained

Around
67
channel partners reached

More than
50
students covered

Participation of around
50
agriculture department officials

Year	Farmers covered	Women farmers covered	Spray men covered	Channel partners reached	Students covered	Participation of Agriculture Department officials
2017	1099	08	65	22	52	22
2016	1091	28	295	45	0	28