

# OUR ENVIRONMENT DAY PLEDGE TOWARD BETTER PRODUCT STEWARDSHIP

By Dr. Govind Sawant  
& Dr. Atimanav Gaur



UPL COMMEMORATED WORLD ENVIRONMENT DAY THIS YEAR ON JUNE 5TH AS PRODUCT STEWARDSHIP DAY.

Using virtual platforms, we reached out to our core business groups from the farmer-facing divisions such as Sales, Marketing, and Research & Development to generate awareness and impart training on the responsible management of its products throughout their lifecycles.

**Vikram Shroff, alongside leadership teams from UPL Business, Sales, Product Stewardship and Compliance, and Field R&D participated in this event. Govind Sawant, Global Product Stewardship Head, and Atimanav Gaur, Global Product Stewardship Manager, led the training sessions in India.**

The first of its kind program, implemented through Microsoft Teams, focused on stewardship topics, from product discovery, manufacturing, storage, transportation, packaging, distribution, responsible use, Integrated Crop Pest management (IPM), Container Management and management of obsolete stocks. The event benefitted participants in many ways, including:

- Raising awareness and education on stewardship practices and guidelines
- Launch of a 10-point agenda on UPL India's Stewardship Strategy, 2020-21
- Unveiling stewardship communication tools in the form of posters and a stewardship video
- Designating June 5th as International Stewardship Day at UPL

**“Moving ahead, UPL Stewardship network will be further strengthened by creating Stewardship Champions across locations, adding resources and initiating stewardship projects such as a Spray Well programme for farmers”**



**Govind Sawant**  
Global Stewardship & Compliance Head

Stewardship outreach in other regions such as Brazil, Columbia and West, Central Africa, and South Africa, involved sharing messages on social platforms.

- The key stewardship messages shared by West and Central Africa (WCA) on social media are on management of empty pesticide containers, resistance management and farmer trainings via Aplique Bem/Bien/Spray Well programs for safe and effective use of pesticides.

- The team from Columbia and Brazil shared messages highlighting biodiversity and environment protection, and Stewardship trainings conducted for more than 70,000 growers through Aplique Bem/Spray Well program.

## Stewardship 10-point agenda for India

1. Develop and launch Stewardship eLearning modules for continuous education
2. Include Stewardship capsules as part of all meetings
3. Establish a wide-spread Stewardship structure in India
4. Enhance customer engagement through Stewardship events
5. Reach out to growers through the Spray-well program
6. Initiate product-specific stewardship programs for priority products
7. Publish articles and newsletters to share information publicly
8. Share stewardship success stories on social media
9. Enhance UPL brand and good will, strengthen sustainability ratings through stewardship outreach
10. Establish networks and collaborations to enhance adoption of stewardship practices



**“Product Stewardship is an important aspect of our business in terms of adding real value to customers, business partners and farmers. Issues such as application with underdose, un-safe spraying, lack of knowledge on product disposal and container management, counterfeit products are particularly important areas of product stewardship for UPL.”**



**Sameer Tandon**  
Region Head - India

**“Stewardship and Compliance is a new invigorated function that we have relaunched in June 2019.**

**The function looks after customers, environment, health and safety across our whole value chain and supply chain.**

**We are an innovative & fast growing company that has global leadership in agriculture solutions that are natural, organic and biological.**

**With our strong portfolio of green and conventional products we will lead the way to a sustainable agricultural economy and food supply chain that will meet the growing needs of our planet as our population increases.**

**I am seeing a great momentum of every function working together with our Stewardship and Compliance team in taking UPL to great leadership position in Stewardship and Compliance.”**



**Vikram Shroff**  
Director, UPL

**“Stewardship is an integral part of Marketing that helps in building product brands as well as company goodwill. Product stewardship must be part of day-to-day work in a conscious manner, and adoption of product stewardship is a must to gain customer's respect towards organisation.”**



**Rahul Pandey**  
Region Marketing Head & Region IMO Lead

**“This is a great start at UPL. Product stewardship is now being implemented in a more organised and structured way. Product stewardship has now been made part of our culture at UPL.”**



**Ashish Dobhal**  
Business Head, India Agro Formulations