



LEADING THE SCENE AND KEEPING IT GREEN

In recent times, the world has witnessed a rise in pro environment awareness and it has led to a surge in Organic farming and as a result, in Organic and Bio pesticides.

Mr. Prafulla Dole (Regional Manager) and Mr. Harish Amte (Product Sales Executive) from PSD Pune are working hard to create awareness of our Bio Pesticides and Pheromone traps. They recently helped deliver product usage presentations and demonstrations to the representatives of **East-West Seeds, a Netherland based seed company.**

Dr. M S Prabhakara (Sr. Manager- Extension) conducted training on technical specifications and best practices for optimum effectiveness of our Bio-pesticides and Pheromones to the Global R&D staff at East West Seeds. The organization harvests high quality hybrid seeds and has a huge agri footprint with production farms globally; which will increase our reach globally.



[Presentation for East-West Team](#)

ET Consultants, is one of the few progressive farmer societies and agri-institutes that aims to bring an organic revolution in India. They encourage farmers to grow Potato and Tomato crops with modern technologies for increased yield and farmer sustainability. They wanted to distribute IPM kits from RPCI, loaded with Pheromone lures and traps. They tied up with the farmers of Hoysala Farmer Producer Company and Prakruthi Farmer Producer Company which are from the farmer, for the farmer and by the farmer associations, aiming to promote and adopt organic farming and pesticide free agricultural practices, with 1280+ members. Mr. Shanmukhan Krishnan (Regional Manager) and Mr. Ramesh Huchappalavar (Asst. Territory Manager) of PSD-Bangalore worked diligently to win a contract for 2.5 lakhs with 5000+ lures and traps.



[Fero-T Trap installed in a Potato Field](#)

Research never goes in vain. This was proved by a recent win, where for the first time "Sweet Potato Weevil" (SPW) was commercially sold. **Hain Future Natural Products Pvt. Ltd.** was facing a major issue with their sweet potato crop, as the infestation of the weevil was a major hindrance to produce quality tubers, thereby leading to a reduction in yield. After insecticides failed, they wanted to try alternate methods to manage this pest.

Our PSD Vijayawada team, Mr. Muppandam Bangar Raju (Territory Manager-AP), Mr. Rajesh Kallem (Product Sales Executive), along with Dr. MS Prabhakara, set up an excellent demonstration of our product which was successful to trap huge quantities of the weevil and helped us win the first ever commercial sale of 3000 SPW Lures for a value of 0.60 Lakhs.



[Huge quantity of trapped SPW in a Sweet Potato Field](#)

What we can Learn

Keep **innovating**, it helps you stay prepared when opportunity strikes.

Always **create Value** for your audience, they will eventually become customers.

Progress is impossible without **change**.