

## TAFE in its journey of cultivating the world, launches 'Be a #FarmDost' initiative

அனைவரும் பயிர் சாகுபடி செய்யும் வகையில்

### 'விவசாயத் தோழனாக இருப்போம்' விழிப்புணர்வுத் திட்டம் தொடக்கம்

சென்னை, ஏப். 4: உலகில் உள்ள அனைவரும் தங்களது வீட்டில் சிறிய அளவில் பயிர் வளர்ப்பது குறித்து விழிப்புணர்வை ஏற்படுத்துவதற்காக 'விவசாயத் தோழனாக இருப்போம்' என்ற புதிய திட்டம் சனிக்கிழமை தொடங்கப்பட்டது.

'டாஸ்டே நிறுவனத்தின் சார்பில் 'மி எ பார்ட்டோஸ்ட்' (Be a farmdost) தொடக்கம் என்ற புதிய விழிப்புணர்வுத் திட்டம் சென்னையில் சனிக்கிழமை தொடங்கப்பட்டது. இந்த நிகழ்ச்சியில், 'டாஸ்டே நிறுவனத்தின் முதன்மைச் செயல் அதிகாரி டி.ஆர்.சேசுவன் பங்கேற்று இந்தத் திட்டத்தை தொடங்கி வைத்தார்.

இந்தத் திட்டம் குறித்து அவர் கூறியது: விவசாயிகளின் கஷ்டங்கள் குறித்தும், அவர்களைக் கௌரவிப்படுத்துவதற்காகவும் 'விவசாயத் தோழனாக இருப்போம்' என்ற விழிப்புணர்வுத் திட்டம் தொடங்கப்பட்டுள்ளது.

நாம் ஒவ்வொருவரும் நமது வீட்டில்



சென்னையில் சனிக்கிழமை நடைபெற்ற 'விவசாயிகளின் தோழனாக இருப்போம்' என்ற விழிப்புணர்வுத் திட்டத் தொடக்க விழாவில், கல்லூரி மாணவர்களுக்கு விதைகளைப் பரிசாக அளித்த டாஸ்டே நிறுவனத்தின் முதன்மைச் செயல் அதிகாரி டி.ஆர்.சேசுவன்.

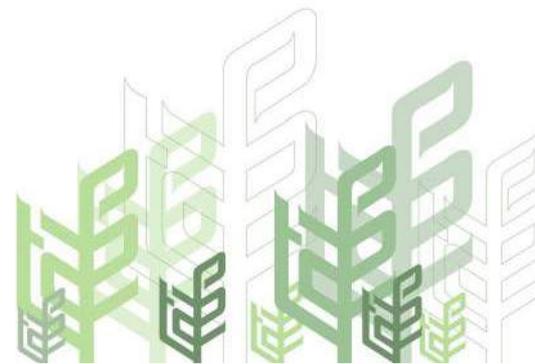
சிறிய அளவிலான பயிர்களை பயிரிட்டு வளர்க்க வேண்டும். அப்போதுதான் அந்தப் பயிர் விளைவதில் எவ்வளவு கஷ்டம்

இருக்கிறது என்பது நமக்குத் தெரியும். குழந்தைகளிடம் இந்தப் பழக்கத்தை நாம் கொண்டு வர வேண்டும். அவர்கள் பயிர்

டும் போது அந்த விதை வளரவில்லையெனில் அது குறித்து அறிந்து கொள்ள அவர்கள் முன்வருவார்கள். அது 'வளராததற்கு என்ன காரணம், அதை எவ்வாறு வளரவைப்பது என கேட்கும் போதுதான் விவசாயத்தின் கஷ்டம் அவர்களுக்குத் தெரியும்.

மேலும், நகரத்தில் விவசாய நிலங்கள் வைத்திருப்பவர்களுக்கு, விவசாயம் செய்வது குறித்து பயற்சி வகுப்புகள் நடத்த உள்ளோம். மேலும் இந்தத் திட்டம் அடுத்து கோவையில் தொடங்கப்பட உள்ளது.

பள்ளி, கல்லூரி மாணவர்களிடமும் இதைக் கொண்டு செல்ல உள்ளோம். இந்தத் திட்டத்தின் நோக்கமே அனைவரும் பயிர் சாகுபடி செய்ய வேண்டும் என்பதே ஆகும் என்றார். முன்னதாக நடைபெற்ற நிகழ்ச்சியில் அனைவருக்கும் பயிர் விதைகள் வழங்கப்பட்டன. இதில், 'டாஸ்டே நிறுவனத்தின் மூத்த துணை பொது மேலாளர் சனிதா சுப்ரமணியன் உள்பட பலர் கலந்து கொண்டனர்.



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### SIGHTS & SOUNDS

#### STEPPING INTO SHOES OF FARMER

**T**ractors and Farm Equipment Limited (TAFE), the second largest tractor manufacturer in India, has launched 'Be a #FarmDost' initiative in Chennai. The initiative is aimed to celebrate the farmer and bring back the farming community into social consciousness.

The programme is to encourage people of all ages, from all walks of life, to step into the shoes of a farmer, even if it is just for a short while. The idea stems from the thought that if people find it hard to take care of just one single crop, in one square foot of land, they will truly realise what the average farmer has to go through day in and day out.

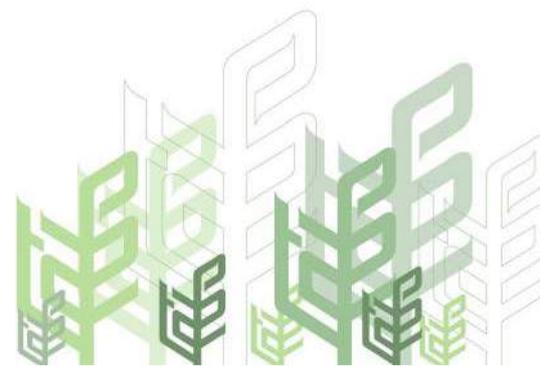
It was TAFE's chairman and CEO, Mallika Srinivasan's vision of cultivat-



ing the world by helping farming communities around the world prosper that led to the initiative. The initiative was formally launched by Mr T.R. Kesavan – chief operating officer, product strategy and corporate relations, TAFE, at Express Avenue mall, Chennai.

Mr Kesavan said, "The initiative is a nationwide programme launched by TAFE to recognise the silent contribution of farmers in feeding the nation. We would like to dedicate this initiative to all the farmers of our country and send them a message of gratitude."

As part of the launch, students of local schools and colleges were given #FarmDost kits consisting of seed packets and were also invited to join the initiative.



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**குறைந்தபட்சம் ஒரு செடியாவது பயிரிட்டு வளர்த்தால் விவசாயிகளின் சிரமங்களை அறிய வாய்ப்பு**

\* பள்ளி, கல்லூரி மாணவர்களுக்கு விதை பாக்கெட்டுகள் \* விவசாயிகளை நேரில் சந்திக்க ஏற்பாடு

**‘விவசாய தோழனாக இருப்போம்’:**

**‘டாபே’ மல்லிகா சீனிவாசன் உருவாக்கிய திட்டம்**

**டி.ஆர்.கேசவன் துவக்கி வைத்தார்**

சென்னை, ஏப். 5- இந்நியாவில் டிராக்டர் தயாரிப்பில் இரண்டாவது மிகப் பெரிய நிறுவனமான டாபே சென்னைவில் 'விவசாயத் தோழனாக இருப்போம்.' என்ற செயல் திட்டத்தை அறிமுகம் செய்திருக்கிறது.

ஐம்பது ஆண்டுகளுக்கும் அதிகமாக விவசாயிகளுடன் நெருங்கிய உறவைத் தொடர்ந்து பராமரித்து வந்திருக்கிற டாபே, இந்த விவசாயத் தோழன் செயல்திட்டத்தை அறிமுகம் செய்துள்ளது. விவசாயியை மீண்டும் முக்கிய இடத்தில் வைக்கிற தோக்கத்தைக் கொண்டதாகும். உலகெங்கிலும் உள்ள விவசாய சமுதாயின் வளம் பெற உதவுவதன் வழியாக உலகை மேம்படுத்த வேண்டும் என்ற 'டாபே நிறுவனத்தின் தலைவரும் தலைமைச் செயல் அலுவலருமாக மல்லிகா சீனிவாசன் வட்டிய கனவாகும்.

விவசாயத் தோழனாக இருப்போம்' என்ற 'இத்திட்டம் உருவாக்கப்படுவதற்கும், அறிமுகப்படுத்தப்படுவதற்கும் இதுவே காரணமாக அமைந்திருக்கிறது. விவசாயிகளுக்கு உரிய அங்கீகாரமும், கவரவும் வழங்குவதே இத்திட்டத்தின் இலக்காகும்.

சென்னையிலுள்ள எக்ஸ்பிரஸ் அவென்யூ மாலில் டாபே நிறுவனத்தின் தலைமை இயக்க அலுவலர் (தயாரிப்பு மற்றும் கார்ப்பரேட் தொடர்பு) டி.ஆர்.கேசவன் தொடங்கி வைத்தார்.

இத்திட்ட அறிமுகத்தின் ஒரு பகுதியாக விதை பாக்கெட்டுகள் உள்ளடக்கிய விவசாய தோழன் உபகரணத் தொகுப்புகள் உள்ளூர் பள்ளிகள் மற்றும் கல்லூரிகளை சேர்ந்த மாணவர்களுக்கு இலவசமாக வழங்கப்பட்டன. இச்செயல் திட்டத்தில் இணைந்து பங்கேற்குமாறு டி.ஆர்.கேசவன் அழைப்பும் விடுத்தார்.

டி.ஆர்.கேசவன் பேசுகையில், "விவசாயத் தோழனாக இருப்போம்" என்ற இச்செயல்திட்டமானது

இந்நாட்டுக்கே உணவை வழங்குகிற விவசாயிகளின் மவுனமாக பங்களிப்பை அங்கீகரித்துக் கவரப்படுத்துவதற்காக டாபே நிறுவனத்தால் துவங்கப்பட்ட தேசிய அளவிலான திட்டமாகும்.

டாபே-ன் விவசாய தோழன் செயல் திட்டமானது எளிமையானதாகும். ஒரு மீக் குறைந்த நேரமானது ஒரு சதுர அடி நிலப்பரப்பில் ஒரே ஒரு செடியை வளர்த்து பராமரிப்பதை கஷ்டமானது



எக்ஸ்பிரஸ் அவென்யூ மாலில் டாபே விவசாயத் தோழன் திட்டத்தை டாபே தலைமை இயக்க அலுவலர் டி.ஆர்.கேசவன் துவக்கி வைத்து பள்ளி, கல்லூரி மாணவ பிரதிநிதிகளுக்கு விளக்க கையேடு வழங்கினார்

என நேரடியாக உணரலாம். ஒரு சராசரி விவசாயி ஆண்டு முழுவதும் அனுபவிக்கின்ற சிரமங்கள் என்னவென்பதை உண்மையிலேயே அவர்கள் உணரக்கூடும் என்ற சிந்தனையில்தான் இத்திட்டத்தை தலைவர் மல்லிகா சீனிவாசன் வடிவமைத்தார் என்று கேசவன் தெரிவித்தார்.

டாபே விவசாய தோழன் செயல் திட்டமானது நம்முடைய வளர்ச்சியடைந்து வரும் தேசத்திற்கு பராமரித்தலில் பங்களிப்பை வழங்கும் மதிக்கவும் இது மக்களை ஊக்குவிக்கிறது.

தங்கள் விரல்களுக்கிடையே இந்த பூமியின் மண்ணை உணர்வதற்கும், ஏதாவது ஒரு பயிரை வளர்கின்ற ஆனந்தத்தை அனுபவித்திடவும், வளர்க்கும் செடிகளில் இருந்து சிறியளவில் அறுபடை செய்யவும், மற்றும் இந்த செயல்முறையின் போது விவசாயியின் உணர்வுகளோடு ஒன்றவும் மற்றும் அவர்களது வாழ்க்கை மீது அதிக அளவிலான மரியாதையை உருவாக்கிக் கொள்ளவும் இது மக்களுக்கு உத்வேகமளிக்கிறது.

விவசாயிகளது பணிகள் குறித்தும் மற்றும் அவர்கள் நடத்தும் வாழ்க்கை குறித்தும் ஆழமான உள்நோக்கை பெறுவதற்காக அவர்களை சிந்திக்கவும், அவர்களோடு கலந்துரையாடவும் மக்களை இது வலியுறுத்திக் கேட்டுக் கொள்கிறது. இச்செயல் திட்டமானது முதலில் தமிழ்நாட்டில் முன்னோடித்துவமாக செயல்படுத்தப்படும்.

5 லட்சத்திற்கும் அதிகமான

மக்களை சென்றடைவோம் என்றும் மூன்று தேசியளவிலான செயல்பாடாக இதனை முன்னெடுத்து செல்வதற்கு இந்த மாதிரியை பயன்படுத்தவும் நாங்கள் நம்பிக்கை கொண்டிருக்கிறோம் என்றார் டி.ஆர்.கேசவன்.

இத்தொடக்க விழா நிகழ்ச்சியில் உள்ளூர் வேளாண் சமுதாய சேர்ந்த சில உறுப்பினர்களும் மற்றும் விவசாயத்தை பொழுதுபோக்காக மேற்கொள்கிறவர்களும் கலந்து கொண்டனர். அங்கு கூடியிருந்த மாணவர்கள் மற்றும் மார்க்கு வருகை தந்தவர்களோடு உரையாடினர். செடிகளையும், பயிர்களையும் எவ்வாறு சிறப்பாக வளர்க்க முடியும் என்பது குறித்து தங்கள் யோசனைகளை அவர்களுடன் பகிர்ந்து கொண்டனர். இத்தான் முழுவதும் விவசாயம் என்ற கருத்தின் அடிப்படையில் செயல் நடவடிக்கைகள் மற்றும் விளையாட்டுகள் வழியாக இங்கு வருகை தந்தவர்களின் ஆர்வத்தை விவசாயத் தோழன் டாபே கவர்த்தது.

இதை பெல் புகில் facebook.com/Farm Dost என்ற முகவரியில் பார்க்கலாம்.

"விவசாய தோழனாக இருக்கள்- பள்ளிகளுக்கான திட்டம்" என்ற இச்செயல் திட்டத்தில் பங்கேற்க சென்னை, கோவை மற்றும் மதுரை ஆகிய நகரங்களிலும் பள்ளிகளுக்கும் டாபே அமைப்பு விடுகிறது. இது பங்கேற்க ஆர்வமுள்ள பள்ளிகள் Cultivate@farmdost.com என்ற மின்னஞ்சல் முகவரி வழியாக டாபே நிறுவனத்தை தொடர்பு கொள்ளலாம் என்றார் டி.ஆர்.கேசவன்.



**TAFE in its journey of cultivating the world,  
launches 'Be a #FarmDost' initiative**

**రైతు మిత్రులు కండి**  
**టఫే సరికొత్త ప్రచార కార్యక్రమం**

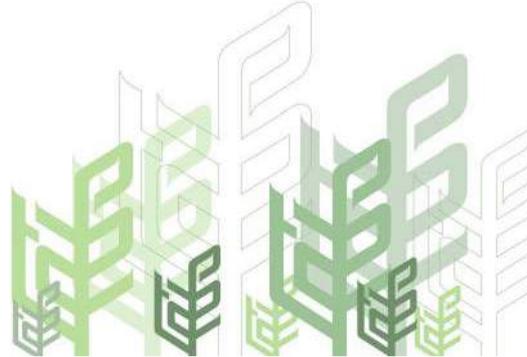


**రైతు మిత్రులు కండి ప్రచార కార్యక్రమంలో పాల్గొన్న నిర్వాహకులు**

**కోడంబాక్కం:** దేశంలోని రెండో అతిపెద్ద ట్రాక్టర్ తయారీ సంస్థగా పేరుగాంచిన ట్రాక్టర్లు, వ్యవస్థా పరికరాల సంస్థ టఫే రైతుల కోసం సరికొత్త ప్రచార కార్యక్రమాన్ని ప్రారంభించింది. రోజురోజుకీ భారంగా మారుతున్న రైతు జీవితాల్లో మళ్ళీ వెలుగు తెచ్చేందుకు టఫే చేస్తున్న ప్రయత్నమిది. రైతు మిత్రులుకండి' పేరుతో శనివారం చెన్నైలో

ప్రారంభించింది. రోజురోజుకీ భారంగా మారుతున్న రైతు జీవితాల్లో మళ్ళీ వెలుగు తెచ్చేందుకు టఫే చేస్తున్న ప్రయత్నమిది. రైతు మిత్రులుకండి' పేరుతో శనివారం చెన్నైలో

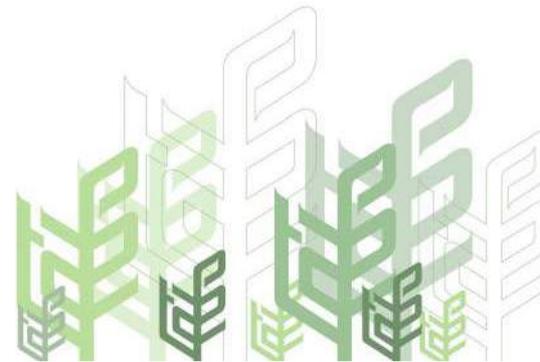
ఈ ప్రచారాన్ని ప్రారంభించింది. స్థానిక రాయపేటలోని ఎక్స్‌పెస్ అవెన్యూ మూల్లో జరిగిన ఈ కార్యక్రమంలో టఫే వైర్లెస్, సీఈఓ మల్లికా శ్రీనివాసన్, కార్పొరేట్ రిలేషన్స్ చీఫ్ ఆపరేటింగ్ ఆఫీసర్ టీఆర్ కేశవన్లు పాల్గొని ప్రచార విశేషాలను వెల్లడించారు. టీఆర్ కేశవన్ మాట్లాడుతూ, దేశానికి ఆహారం అందిస్తున్న రైతు సేవలకు గుర్తింపుగా టఫే జాతీయ స్థాయిలో ఈ ప్రచారాన్ని చేపడుతున్నట్టు తెలిపారు. ప్రతి ఒక్కరూ రైతు మిత్రులు కావాలని పిలుపు నిస్తూ.. ఈ కార్యక్రమాన్ని దేశంలోని రైతులందరికీ అంకితమిస్తున్నట్టు పేర్కొన్నారు. ప్రజలు తమ ప్రాంతాల్లో రైతుల్ని కలుసుకుని వారి జీవితాలను తెలుసుకోవాలని, తద్వారా వారికి అవసరమైన సహాయ సహకారాలను అందించేందుకు ప్రతి ఒక్కరూ ముందుకు రావాలని కేశవన్ పిలుపునిచ్చారు. ఈ ప్రాజెక్టులో భాగస్థులు కావాలనుకునే పాఠశాలలు, కళాశాలలు ఇ-మెయిల్ చిరునామా చిట్టాజీర్క్విజ్జుటర్నుచీటూచీారు లో సంప్రదించవచ్చని ఆయన చెప్పారు. కాగా, రైతు మిత్రులు కండి ప్రారంభోత్సవ కార్యక్రమంలో స్థానిక కళాశాలలు, పాఠశాలలకు చెందిన పలువురు విద్యార్థులు పాల్గొన్నారు.



## TAFE in its journey of cultivating the world, launches 'Be a #FarmDost' initiative



சென்னை எக்ஸ்பிரஸ் மாலில் டாஃபே நிறுவனத்தின் சார்பில் நடைபெற்ற 'விவசாய தோழன்' என்ற நிகழ்ச்சியில் அதன் முதன்மை செயல் அதிகாரி கேசவன், மூத்ததுணைபொது மேலாளர்சுனிதா, டினாகாநிறுவனத்தின்தலைவர் ராம் மற்றும் விவசாயி நாகபூஷணம் ஆகியோர் கலந்துகொண்டனர்.



**TAFE in its journey of cultivating the world,  
launches 'Be a #FarmDost' initiative**

# TAFE's tribute to farming community

**NT Bureau**

Chennai, Apr 5:

TAFE's 'Be a #FarmDost' initiative is aimed at celebrating farmers and bring back the farming community into our social consciousness, said he chief operating officer for Product Strategy and Corporate Relations at Tractors and Farm Equipments Limited (TAFE), T R Kesavanhere yesterday.

Sepeaking at an event, Kesavan said that the initiative is simple and focuses on encouraging people of all ages to step into the shoes of a farmer by taking care of atleast one single crop.

As a part of the launch, students from local colleges were presented with FarmDost kits, which consist of seed packets, inviting them to join the initiative.

'TAFE has always taken initiative, like this, to focus on the environment', said the senior deputy general manager for Corporate Communications at TAFE, Sunitha Subramaniyan, at the launch.

She said that FarmDost will help to sustain agriculture, by creating a



**The chairman and managing director of Tinacca, Ram, the key promoter of weekend agricultural group, Hari Srinivasan, a full time farmer from Chennai, Nagabushnam, senior deputy general manager for Corporate Communications at TAFE, Sunitha Subramaniyan, COO for Product Strategy and Corporate Relations at TAFE, T R Kesavan, and others at the launch of 'Be a #FarmDost' initiative by TAFE, in Chennai saturday.**

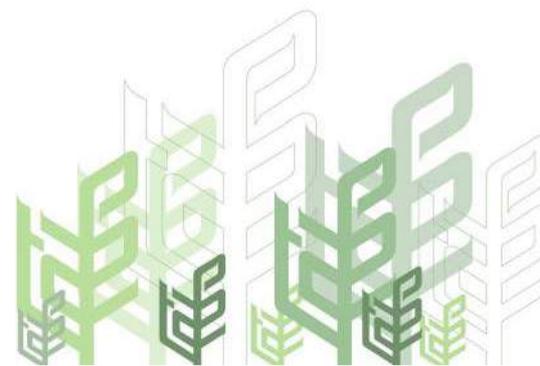
platform to make public take pride in farming.

Speaking on the focus of the initiative, Sunitha said, '#FarmDost will encourage people to recognise and respect the contribution of farmers, inspire people to feel the earth between their fingers and empathise with the farmers, and urge people to meet and interact with farmers'.

On the future plans of 'Be a #FarmDost' initiative, she said that their aim is to touch 500,000 people and

create a farm wave in the nation. 'We will be launching it in Coimbatore next week, and then at Madurai. From June we have planned to take it to schools and colleges across Taminadu', said Sunitha.

The chairman and managing director of Tinacca, Ram, the key promoter of weekend agricultural group, Hari Srinivasan, a full time farmer from Chennai, Nagabushnam among others were present at the launch.



## TAFE in its journey of cultivating the world, launches 'Be a #FarmDost' initiative

### TAFE shows the way to be a 'farm dost'

Special Correspondent

**CHENNAI:** TAFE on Saturday, launched a nationwide programme titled, 'Be a #FarmDost'.

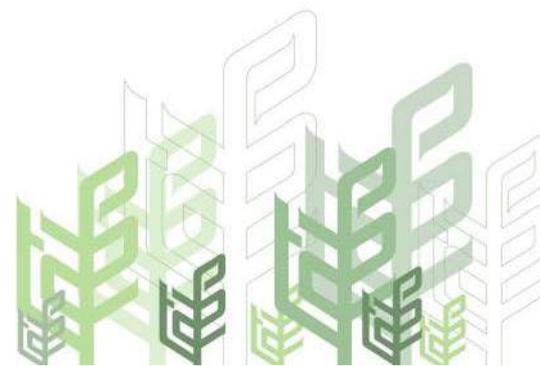
Primarily an online campaign, it is targeted at schools and college students. They will be presented with #FarmDost kits consisting of seed packets. Using social media as a tool, TAFE plans to take it across the country to reach at least five lakh people.

Launching the initiative, TAFE Chief Operating Officer (Product Strategy and Corporate Relations) T.R. Kesavan said that it was vision of the company's Chairman and CEO Mallika Srinivasan. This led to the ideation and creation of the 'Be a #FarmDost initiative'.

The initiative is meant to encourage people of all ages, from all walks of life, to step into the shoes of a farmer, even if it is just for a short time.

Mr. Kesavan said: "The initiative is to recognize the silent contribution of farmers in feeding the nation. As TAFE, we invite everyone to be a FarmDost - to take pride in farming and join us in cultivating the world."

The new initiative encourages people to recognize and respect the farmer's contribution, inspires them to feel the earth between their fingers, and experience the joy of growing something.



## TAFE in its journey of cultivating the world, launches 'Be a #FarmDost' initiative

### వ్యవసాయానికి ఉద్యమరూపం

**టీవగర్, న్యూస్టుడే:** రైతులు పడుతున్న కష్టాల గురించి ప్రతి ఒక్కరిలోనూ అవగాహన కల్పించి, వ్యవసాయ రంగానికి ఉద్యమ రూపం తీసుకురావడమే తమ ప్రధానోద్దేశమని టిఫ్ సంస్థ చీఫ్ ఆఫ్ రేటింగ్ ఆఫీసర్ డి.ఆర్. కేశవన్ అన్నారు. సంస్థ

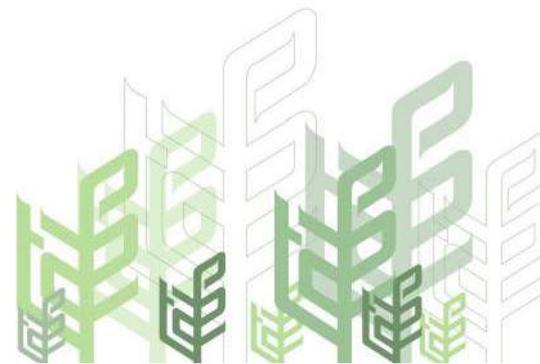
తన కార్పొరేట్ సామాజిక బాధ్యతలో భాగంగా చేపట్టిన 'బీ ఏ ఫారం డోస్ట్' కార్యక్రమాన్ని శనివారం చెన్నైలో ప్రారంభించారు. ఈ సందర్భంగా ప్రస్తుతం వ్యవసాయ రంగంపై క్రమంగా ఆసక్తి సన్నగిల్లుతోందని ఆందోళన వ్యక్తం చేశారు. దీనిని దృష్టిలో



కిట్లు అందుకున్న విద్యార్థులతో కేశవన్

పెట్టుకుని తాము పట్టణ ప్రాంతాల ప్రజల్లో, ప్రత్యేకించి విద్యార్థుల్లో అవగాహన కల్పించేలా ఈ కార్యక్రమాన్ని ప్రారంభించామన్నారు. తొలుత చెన్నై, కోయంబత్తూరు, మదురైలో దీన్ని అమలు చేస్తామని చెప్పారు. దేశవ్యాప్తంగా ఐదు లక్షల మంది ఫారం డోస్ట్ లను తయారు చేయాలని బావిస్తున్నట్లు వివరించారు. ఈ సందర్భంగా ఆయన పాఠశాల విద్యార్థులకు వివిధ ఆకు,

కూరగాయల వంగడాలతో కూడిన ఫారం డోస్ట్ కిట్లను పంపిణీ చేశారు.



## TAFE in its journey of cultivating the world, launches 'Be a #FarmDost' initiative

### Youngsters vow to become 'farm dost'

Special Correspondent

**CHENNAI:** People who walked into Express Avenue on Saturday afternoon were surprised to see paddy sheaves and a tractor in the atrium.

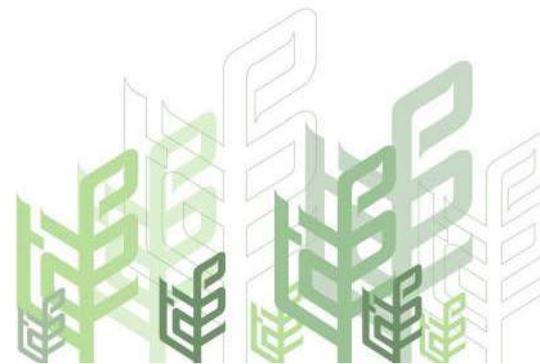
In a short while, many of them vowed to become friends of farmers and try their hand at gardening. They carried home a small kit that contained seeds and an instruction manual.

'Farm Dost', an initiative that sought to raise awareness about farmers' contribution and encourage people to try farming, was launched at the mall. It is an initiative of TAFE, one of the leading manufacturers of tractors.

It was only apt for S. Nagabhushanam, who has been cultivating her land near Siruseri, to be part of the launch. "I was born into a family of farmers and that encour-

aged me to take up cultivation. My vegetable garden helped raise my children," said Ms. Nagabhushanam, who supplies greens and vegetables to supermarkets and regular customers.

T.R. Kesavan, chief operation officer (product strategy and corporate relations), TAFE, said the initiative is to allow people to experience the joy of cultivating and respect farmers' contribution.



## TAFE in its journey of cultivating the world, launches 'Be a #FarmDost' initiative

# फार्म दोस्त पहल शुरू



कृषि के प्रति उत्साही और फूल टाइम किसान समेत टैफे कंपनी के अधिकारी साथ में।

### चेन्नई @ पत्रिका

[patrika.com](http://patrika.com)

ट्रैक्टर और फार्म उपकरण बनाने वाली प्रमुख कंपनी टैफे ने चेन्नई महानगर में फार्मदोस्त नामक पहल की शुरुआत की है। इसके तहत खेती में इच्छुक लोगों को खेती के प्रति प्रेरित और जागरुक करना है। इस पहल का मकसद किसानों और खेती से जुड़े समुदायों को एक मंच पर लाना है। टैफे के चेयरमैन और सीईओ मल्लिका श्रीनिवासन ने कहा कि आने वाले कुछ वर्षों में दुनिया की आबादी नौ अरब के आसपास पहुंच जाएगी। जिसके बाद लोगों को अधिक भोजन की आवश्यकता होगी।

लेकिन मौजूदा परिस्थितियां किसानों के हित में नहीं है। उन्हें खेती के प्रति जागरुक करने की आवश्यकता है।

उन्होंने चेन्नई के स्कूल और कॉलेज के छात्रों को इस पहल में अपना योगदान देने और आसपास के लोगों को खेती के प्रति जागरुक करने का अभियान चलाने को कहा है।

श्रीनिवासन ने बताया कि टैफे का फार्मदोस्त नामक यह पहल राष्ट्रीय स्तर पर शुरू किया है। इसके बाद कोयम्बतूर और मद्रास में इस पहल की शुरुआत की जाएगी।

(कार्यालय संवाददाता)



## TAFE in its journey of cultivating the world, launches 'Be a #FarmDost' initiative



### TAFE on a mission to increase farming interest

Chennai, Apr 5: TAFE the second largest tractor manufacturer in India launched its 'Be a #FarmDost' initiative in Chennai. Having been closely involved with the farming community for more than half a century, TAFE's #FarmDost initiative aims to celebrate the farmer and bring back the farming community into our social consciousness.

It is TAFE's Chairman and CEO, Mallika Srinivasan's vision of cultivating the world by helping farming communities around the world prosper, that led to the ideation and creation of the 'Be a #FarmDost initiative' to recognize farmers in the public sphere. The #FarmDost initiative was formally launched today by T. R. Kesavan – Chief Operating Officer, Product Strategy and Corporate Relations, TAFE, at The Express Avenue Mall, Chennai. As part of the launch, students from local schools and colleges were presented with the #FarmDost kits consisting of seed packets, and

were invited to join the #FarmDost initiative.

T. R. Kesavan said, "The 'Be a #FarmDost initiative is a nationwide program launched by TAFE to recognize the silent contribution of farmers in feeding the nation. We would like to dedicate this initiative to all the farmers of our country and send them a message of gratitude.

As TAFE, we invite everyone to be a FarmDost - to take pride in farming and join us in cultivating the world."

TAFE's #FarmDost initiative is simple: to encourage people of all ages, from all walks of life, to step into the shoes of a farmer, even if it is just for a short time. The idea stems from the thought that if people find it hard to take care of just one single crop, in one square foot of land, they would truly realize what the average farmer has to go through, day in and day out.

**The TAFE's #FarmDost initiative -**  
• Encourages people to

recognize and respect the contribution of the farmers towards sustaining a growing nation like ours.

- Inspires people to feel the earth between their fingers, experience the joy of growing something, harvest a small crop and in the process, empathize with the farmer and gain a greater respect for the farmer's life.

- Urges people to meet and interact with farmer's to get a deeper insight about their work and the life they live.

- Will be piloted in Tamilnadu and we hope to reach over 500,000 people through social media promotion and use this model to drive it as a nationwide initiative.

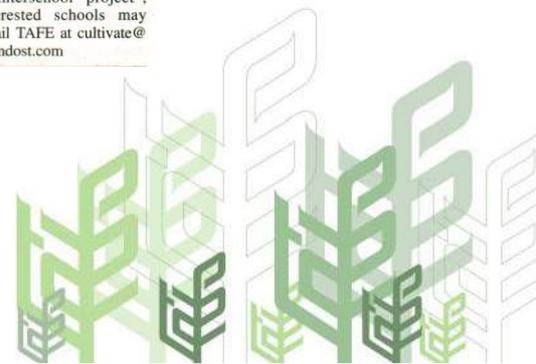
Among those present at the launch included few members from the local farming community and hobby farmers who interacted with the gathering of students and mall-goers, giving them insights into how best to take care of the crops. Throughout the day the #FarmDost stall kept the mall-goers engaged with

games and activities based on the theme of farming and also distributed the #FarmDost kits to interested people.

TAFE volunteers interacted with mall-goers encouraging them to be a part of the #FarmDost initiative and join the growing community of FarmDosts. Primarily an online campaign, in its first phase the #FarmDost initiative will be driven as a pilot project on-ground in Tamilnadu, reaching out to schools in its next phase and subsequently taken across the country.

The #FarmDost page on Facebook- [facebook.com/FarmDost](http://facebook.com/FarmDost), an instant hit among the social media community has welcomed the initiative with open arms.

TAFE also extends an invitation to schools in Chennai, Coimbatore and Madurai to participate in the "Be a #Farmdost - Interschool project"; interested schools may email TAFE at [cultivate@farmdost.com](mailto:cultivate@farmdost.com)



**TAFE in its journey of cultivating the world,  
launches 'Be a #FarmDost' initiative**

# రైతు నేస్తంగా మారాలి

- అన్నదాతను ఆదుకుందాం
- టఫే 'బీ..ఎ ఫాండ్ దోస్ట్' క్యాంపెయిన్ ప్రారంభం

చెన్నై, సాక్షి ప్రతినది:

ప్రజల కడుపునింపే అన్నదాతను ఆదుకోవాలని, ప్రతి ఒక్కరూ రైతు నేస్తంగా మారాలని ట్రాక్టర్స్, ఫార్మ్ ఎక్యూప్మెంట్ లిమిటెడ్ (టఫే) సీఈఎం మల్లికా శ్రీనివాసన్ పిలుపునిచ్చారు. 'బీ..ఎ ఫాండ్ దోస్ట్' క్యాంపెయిన్ను శనివారం చెన్నైలో ప్రారంభించిన సందర్భంగా మీడియా సమావేశంలో మాట్లాడారు. సాగుకు సహకరించే ఉత్పత్తుల ద్వారా ప్రపంచ సాగులో భాగస్వామిగా ఉన్న తమ సంస్థ రైతులకు మరింత చేరువయ్యేందుకు, అలాగే సంక్షేమాన్ని దృష్టిలో ఉంచుకుని ఈ కార్యక్రమాన్ని ఆరంభించినట్లు తెలిపారు. వ్యవసాయం లాభసాటి కాదంటూ పొలాలు



**అదర్స్ మహిళా రైతు నాగభూషణమ్మతో టఫే ప్రతినిధులు**

వదిలి పట్టణాలకు చేరుకుంటున్న రైతన్నను మళ్ళీ అన్నదాతకు మార్గదశే తమ లక్ష్యమని అన్నారు. ఈ లక్ష్యాన్ని సాధించడం ఒక సామాజిక బాధ్యతగా

భావిస్తున్నామని చెప్పారు. మంచి ఫలితాలు సాధించిన రైతన్నలను గుర్తించి పలురకాల ప్రోత్సాహాన్ని అందించనున్నామని, అలాగే అన్నదా

తపై ప్రజల్లో, ముఖ్యంగా విద్యార్థుల్లో జాతీయస్థాయిలో చైతన్యం కలిగిస్తున్నట్లు ఆయన తెలిపారు. సామాజిక మాధ్యమాల ద్వారా తమ సందేశం తమిళనాడులో ఐదు లక్షల మంది రైతన్నలకు చేరువయ్యేలా లక్ష్యంగా పెట్టుకున్నట్లు తెలిపారు. చిన్నపాటి పంటలతో అధికలాభాలు ఆర్జించే విధానాలను ప్రోత్సహించి రైతన్నలను ప్రభావితంగా చేయగలమని ఆశిస్తున్నట్లు చెప్పారు. తమిళనాడుకు చెందిన అదర్స్ మహిళా రైతు ఎస్ నాగభూషణమ్మ చేతుల మీదుగా విద్యార్థులకు వివిధ రకాల పంటల విత్తనాలను పంచిపెట్టారు. ఈ కార్యక్రమంలో టఫే చీఫ్ ఆపరేటింగ్ ఆఫీసర్ టీఆర్ కేశవన్, సీనియర్ డిజీఎం సునితా సుబ్రమణియన్ పాల్గొన్నారు.

