

TAFE celebrates its 10th annual 'Farmers' Day'

- **Free Litchi saplings distributed to all farmers at the event in Patna**
- **Six progressive farmers from Bihar honored for outstanding contribution to agriculture**
- **Topics covered farm mechanization and future of agriculture in India**

PATNA, February 13, 2015: India's second largest tractor maker Tractors and Farm Equipment Limited (TAFE) held its annual Farmers' Day event at Patna, Bihar, for the 10th year in succession. Over the past decade TAFE Farmers' Day has been held at Madurai, Tanjore, Alwarkuruchi and Kovilpatti in Tamil Nadu, Hosur and Doddaballapur in Karnataka, Rudrapur in Uttarakhand, Ongole in Andhra Pradesh and Jodhpur, Rajasthan. Through this event TAFE provides a platform for farmers to interact with renowned agricultural scientists from leading universities and agri-research institutes. They share with the farmers the best practices in cultivation, irrigation, soil preparation, seed technologies relating to the crops of the region along with modern farm mechanization practices. Scientists from TAFE's JFarm - an adaptive agriculture research center, also play a significant role in organizing and conducting the Farmers' Day event.

The turnout of about 400 farmers was addressed by leading scientists and agricultural experts from Bihar. The speakers included, Dr. N. K. Singh, Chief Scientist - Rice, Dr. Janardan Prasad, Chief Scientist - Soil Science, Dr. Mritunjay Kumar, Chief Scientist - Maize and Dr. Devendra Singh, Chief Scientist - Pulses from the Rajendra Agricultural University, Pusa, Dr. Vishal Nath, Director, National Research Centre for Litchi (ICAR), Muzaffarpur and Dr. J. J. Gupta, Principal Scientist - Animal Nutrition, Indian Council of Agricultural Research (ICAR) - Research Complex for Eastern Region, Patna. The speakers covered topics that dealt with production technology of direct sown rice and summer pulses, best practices for litchi production, advances in production technology of high quality maize and modern techniques in fertilizer application.

At the event, TAFE also distributed free Litchi saplings to all the farmers attending the Farmers' Day event. These much-sought-after saplings are developed at ICAR unit - NRCL and were given to farmers for planting in their fields and residences. Some field events were also conducted that tested the technical knowhow and mechanization skills of the farmers. TAFE also honored six progressive farmers from the state of Bihar for excellence in farming. Mr. Dip Narayan Singh from Vaishali, Mr. Jagannath Singh from Nalanda, Mr. Sohan Singh from Muzaffarpur, Mr. Kishor Singh from Ara, Mr. Sant Kumar Sinha from Jehanabad and Mr. Gupteshwer Singh from Patna were recognized for their outstanding contribution to agriculture. These farmers shared with the gathering, their knowledge and put forth ideas that lead to increase in yield and productivity.



About TAFE:

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 170,000 tractors, TAFE is India's largest exporter of tractors with turnover in excess of INR 96 billion. TAFE manufactures a range of tractors in the sub 100 HP segment in both the air-cooled and water-cooled platforms and markets them under its three iconic brands - Massey Ferguson, TAFE and Eicher. Its over 1000 strong distribution network covers the entire length and breadth of India. Apart from India, its products have found excellent acceptance in over 75 countries across the world, including developed countries in Europe and the Americas.

TAFE's expertise goes beyond providing farm mechanization solutions with an established competency in providing integrated farm solutions via its agri-research center, JFarm. TAFE's JFarm, has developed a model of integrated farm practices suitable for all sort of farms resulting in enhanced production and productivity. It follows a balanced approach to nutrient management with emphasis on low cost in-farm input creation, supported by mechanization, tested soil and water management practices, appropriate crop and seed selection, advanced crop production and protection technologies to make farming viable with commensurate increase in farm profitability leading to improved livelihood.

Apart from tractors and farm machinery, TAFE manufactures diesel engines and gensets, batteries, gears and transmission components, hydraulic pumps and cylinders, besides business interest in vehicle franchises and plantations. TAFE is committed to the Total Quality Movement and three of its tractor plants are certified under ISO 9001 and ISO 14001.

TAFE was named the Best Employer in India 2013 by Aon Hewitt. It has also been presented, the TPM Excellence Award from the Japan Institute of Plant Management several times, the Frost & Sullivan - IMEA Award for significant progress towards reliable processes, the Regional Contributor Award for quality supplies from Toyota Motor Company, Japan, the Manufacturing Supply Chain Operational Excellence - Automobile Award at the second Asia Manufacturing Supply Chain Summit, the Agriculture Leadership Award by Agriculture Today magazine, the Corporate Citizen of the Year Award by Public Relations Council of India, and has also received Commendation for Significant Achievement on the journey towards Business Excellence by the CII - EXIM Bank - Business Excellence Award jury, to name a few.

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