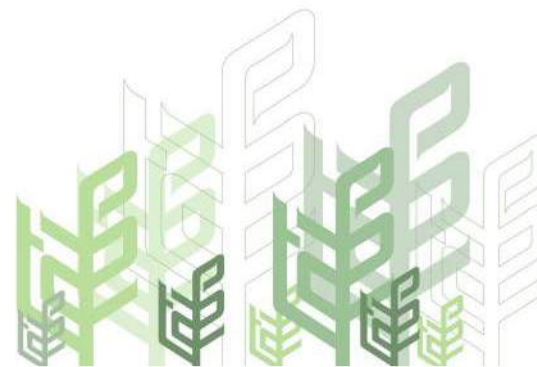


TAFE launches 'Be a FarmDost' initiative

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Chennai, April 05 : Tractors and Farm Equipment Limited (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, Ms. 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 Mr. 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



schools and colleges were presented with the #FarmDost kits consisting of seed packets, and were invited to join the #FarmDost initiative.

Mr. 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, 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



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CHENNAI, April 5, 2015

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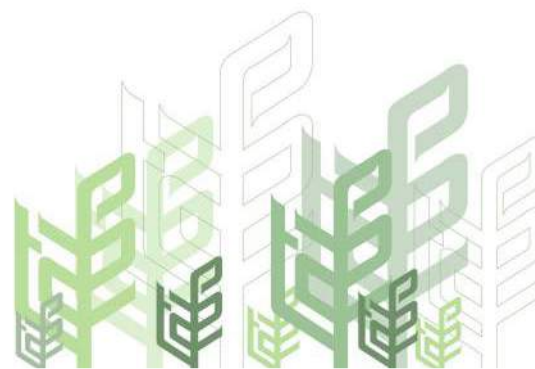
Primarily an online campaign, it is targeted at schools and college students. They will be presented with #FarmDost kits consisting of seed packets. Using social media as a tool, TAFE plans to take it across the country to reach at least five lakh people.

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 launches `FarmDost` initiative in Chennai

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CHENNAI, APRIL 4: Tractors and Farm Equipment Limited (TAFE), the second largest tractor manufacturer in India, has launched 'Be a #FarmDost' initiative in Chennai. This initiative is aimed to celebrate the farmer and bring back the farming community into social consciousness.

TAFE's #FarmDost initiative 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 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 realise what the average farmer has to go through, day in and day out.

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, said a company press release.

(This article was published on April 4, 2015)





🏠 / General News / TAFE Launched 'Be a #FarmDost' initiative in Chennai

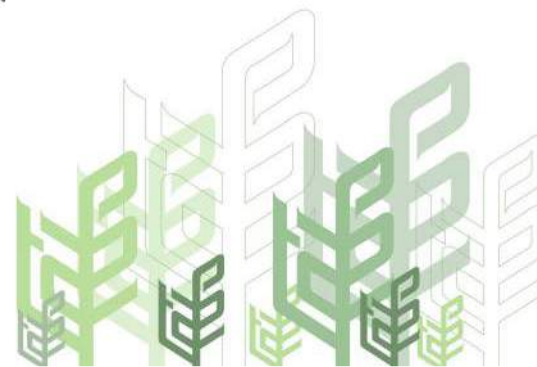
TAFE Launched 'Be a #FarmDost' initiative in Chennai



admin on April 4, 2015 - 20:16 in General News

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The TAFE's #FarmDost initiative –

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

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April 04, 2015



Mr. T. R. Kesavan - COO, TAFE poses with college students and their seed kits who joined the 'Be a #FarmDost' initiative.

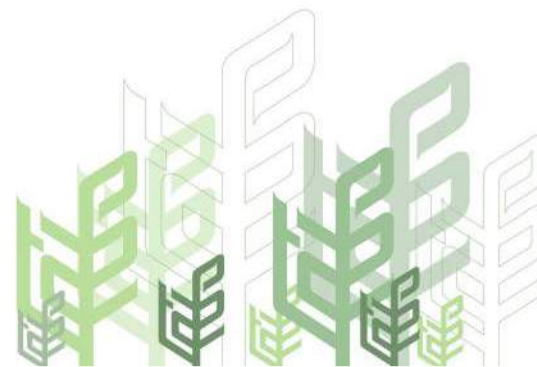
TAFE in its journey of cultivating the world, launches 'Be a #FarmDost' initiative

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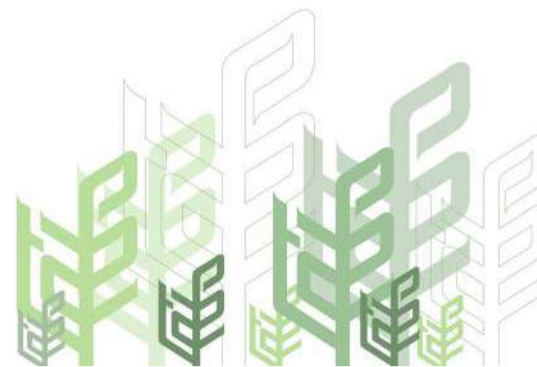
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MAIN ▸ BUSINESS

TAFE SHOWS THE WAY TO BE A 'FARM DOST'

4 April, 2015 10:56 PM

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Source: thehindu.com





செய்திகள் சினிமா கேலரி பத்திகள் ஒளிப்படம் ஆன்மீகம் ஜோதிடம் இலக்கியம் கட்டு

செய்திகள் சென்னை தமிழ்நாடு தேசியம் விளையாட்டு சர்வதேசம் வணிகம் சினிமா

கட்சி கட்சிகளின் செயல்பாடுகளைக் குறித்து உச்ச நீதிமன்ற நீதிபதி தலைமைமையில் விசாரணை | ஆந்திராவின்

டா.பே நிறுவனம் தொடங்கிய 'விவசாய தோழனாக இருப்போம்' திட்டம்

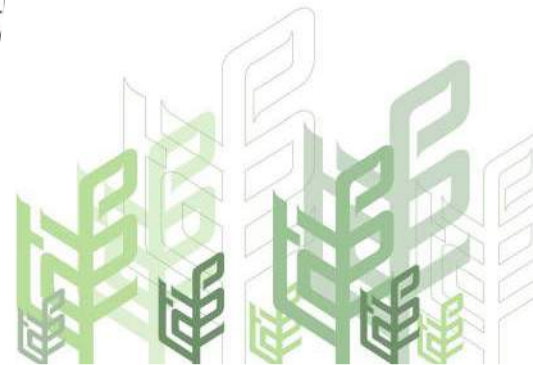
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சென்னை, ஏப்.05 (டி.என்.எஸ்) இந்தியாவின் டிராக்டர் தயாரிப்பில் இரண்டாவது மிகப்பெரிய நிறுவனமாக டிராக்டர்ஸ் அண்டு ஃபார்ம் எக்விப்மெண்ட் லிமிடெட் (டா.பே) சென்னையில் அதன் 'விவசாயத் தோழனாக இருப்போம்' என்ற செயல் திட்டத்தை அறிமுகம் செய்தள்ளது.

50 ஆண்டுகளுக்கும் அதிகமாக விவசாய சமூகத்தினருடன் நெருங்கிய உறவைத் தொடர்ந்து பராமரித்து வந்திருக்கிற டா.பே நிறுவனத்தின் இந்த விவசாயத் தோழன் செயல்திட்டமானது, விவசாயிஐ கொண்டாடுகிற மற்றும் நமது சமூக உணர்வில் விவசாய சமூகத்தினை மீண்டும் முக்கிய இடத்தில் வைக்கிற நோக்கத்தைக் கொண்டதாகும். உலகமெங்கிலும் உள்ள விவசாய சமூகத்தினர் வளம் பெற உதவுவதன் வழியாக உலகை பண்படுத்த வேண்டும் என்று டா.பே நிறுவனத்தின் தலைவரும், தலைமைச் செயல் அலுவலருமான திருமதி.மல்லிகா ஸ்ரீனிவாசன் லட்சியக் கனவே, 'விவசாயத் தோழனாக இருப்போம்' என்ற இத்திட்டத்தை உருவாக்கப்படுவதற்கும், அறிமுகப்படுத்தப்படுவதற்கும் காரணமாக அமைந்திருக்கிறது. பொது தளத்தில் விவசாயிகளுக்கு உரிய அங்கீகாரமும், கௌரமும் வழங்குவதே இத்திட்டத்தின் இலக்காகும்.

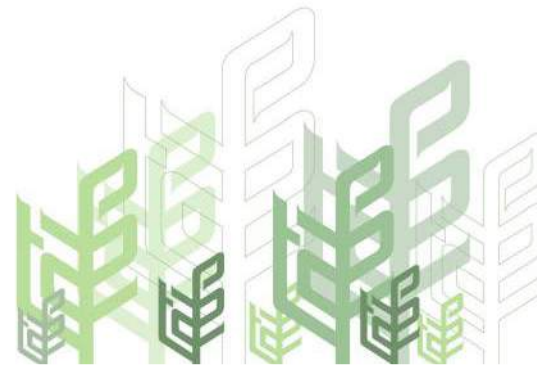
இந்த திட்டத்தின் துவக்க விழா சென்னை, ராயபேட்டையில் உள்ள தி எக்ஸ்பிரஸ் அவென்பூ, மாலில் நேற்று (ஏப்.4) நடைபெற்றது. இதில் டா.பே நிறுவனத்தின் தலைமை இயக்க அலுவலர் - தயாரிப்பு யுக்தி மற்றும் கார்ப்பரேட் உறவுகள், டி.ஆர்.கேசவன் கலந்துகொண்டு விவசாயத் தோழன் திட்டத்தை துவக்கி வைத்தார். இத்திட்ட அறிமுகத்தின் ஒரு பகுதியாக விதை, வித்து பாக்கெட்டுகள் உள்ள விவசாயத்தோழன் உபகரணத் தொகுப்புகள் உள்ளூர் பள்ளிகள் மர கல்லூரிகளை சேர்ந்த மாணவர்களுக்கு இலவசமாக வழங்கப்படும் இச்செயல்திட்டத்தில் இணைந்து பங்கேற்குமாறு மாணவர்களுக்கு அழைப்பும் விடுவிக்கப்பட்டது.



நிகழ்ச்சியில் பேசிய டி.ஆர்.கேசவன், "விவசாயத் தோழனாக இருப்போம்' என்ற இச்செயல்திட்டமானது இந்நாட்டுக்கே உனவை வழங்குகிற விவசாயிகளின் மெளனமாக பங்களிப்பை அங்கீகரித்து கௌரவிப்பதற்காக டாஃபே நிறுவனத்தால் தொடங்கப்பட்டுள்ள தேசிய அளவிலான ஒரு திட்டமாகும். நமது நாட்டிலுள்ள அனைத்து விவசாயிகளுக்கும் இச்செயல்திட்டத்தை அர்ப்பணிக்கவும் மற்றும் நன்றியுணர்வை வெளிப்படுத்தும் ஒரு செய்தியை அவர்களுக்கு அனுப்பவும் நாங்கள் விரும்புகிறோம். விவசாயத்தில் பெருமை கொள்ளுமாறும் மற்றும் இவ்வுலகை பண்படுத்துவதில் இணையுமாறும் மற்றும் இதன் வழியாக ஒரு விவசாயத் தோழனாக திகழ டாஃபேயிலுள்ள நாங்கள் ஒவ்வொருவரையும் வரவேற்கிறோம்." என்று தெரிவித்தார்.

ஒரு மிகக்குறைந்த நேரமாவது ஒரு விவசாயியின் நிலையில் தன்னை இருத்திப் பார்க்குமாறு சமூகத்தின் அனைத்து நிலைகளிலுமுள்ள, அனைத்து வயதுப் பிரிவுகளிலுமுள்ள மக்களை ஊக்குவிப்பதே இந்த டாஃபே விவசாயத் தோழன் திட்டத்தின் நோக்கமாகும். ஒரு சதுர அடி நிலப்பரப்பில் ஒரே ஒரு பயிரை அல்லது செடியை வளர்த்து பராமரிப்பதை கஷ்டமானதாக மக்கள் பார்ப்பார்கள் என்றால், ஒரு சராசரி விவசாயி ஆண்டு முழுவதும் அனுபவிக்கின்ற சிரமங்கள் என்ன என்பதை உண்மையிலேயே அவர்கள் உணரக்கூடும் என்ற சிந்தனையில் தான் இத்திட்டத்திற்கான யோசனை உருவாக்கப்பட்டுள்ளது என்பது குறிப்பிடத்தக்கது.

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BUSINESS

CHENNAI, April 4, 2015

Updated: April 4, 2015 22:56 IST

SPECIAL CORRESPONDENT

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TAFE shows the way to be a ‘farm dost’

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.

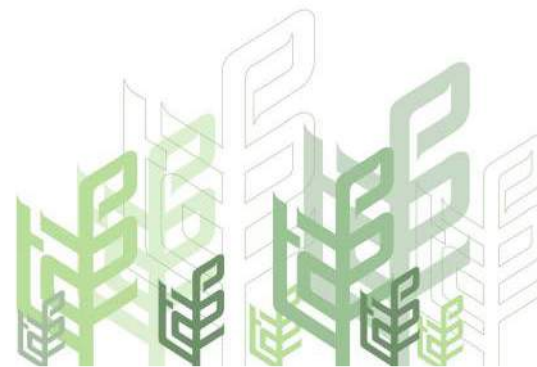
Launching the initiative, TAFE Chief Operating Officer (Product Strategy and Corporate Relations) T.R. Kesavan said that it was vision of the company’s Chairman and CEO Mallika Srinivasan. This led to the ideation and creation of the ‘Be a #FarmDost initiative’.

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.

Keywords: TAFE, #FarmDost



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CHENNAI, April 5, 2015

Updated: April 5, 2015 05:33 IST

Youngsters vow to become 'farm dost'

SPECIAL CORRESPONDENT

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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 encouraged 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.

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