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TAFE seeks to improve farm productivity and agri-mechanization in Telangana

Hyderabad, Telangana | February 09, 2018: TAFE - Tractors and Farm Equipment Limited, India's second largest tractor manufacturer partners with Confederation of Indian Industry (CII) as the event sponsor for CII Agri Tech South 2018 held at Professor Jayashankar Telangana State Agricultural University (PJTSAU) from February 9-11, 2018. TAFE, with its expertise in agriculture, aims to help farmers in Telangana increase farm productivity and farm output through farmer training, integrated farming practices, and popularizing cost effective soil and water management initiatives, and reducing cost of farm inputs through appropriate mechanization solutions.

Incorporated in 1960, TAFE has been at the forefront of agri-mechanization in India. Established with the aim to alleviate Indian farmers from subsistence to profitability, it has been TAFE's corporate philosophy to go beyond the sale of products and add value to customers' lives by empowering them to become a vibrant, self-sustaining, and prosperous agri-community.

Mr. T. R. Kesavan, President & COO – Product Strategy & Corporate Relations, TAFE said, "TAFE's mission is to empower farmers to build a sustainable livelihood by helping them become self-sufficient by increasing farm productivity. TAFE hopes to launch its 'Farmer2Farmer' initiative – a farmer community building initiative that encourages farmer-owned and operated services to promote farm mechanization among small and marginal, through a mobile app, to help farmers connect with each other, collaborate and network in improving farmer prosperity."

He added that, "TAFE's association with the farmers of Telangana stretches back to several decades and we strive to constantly improve the lives of farmers in Telangana who have placed their valuable trust in TAFE and its products. TAFE further hopes to strengthen its association with Telangana government and improve agricultural productivity in the state".

TAFE's expertise goes beyond providing farm mechanization solutions with an established competency in providing integrated farm solutions via JFarm. JFarm was first established by TAFE in Chennai, Tamil Nadu in 1964 with an objective of improving the well-being of farmers by empowering them with advanced farm technologies to increase farm productivity and meet India's growing food needs. TAFE's Product Training Center trains farmers, dealer, dealer employees, mechanics and students in understanding and applying agriculture-mechanization at its best.

TAFE seeks to replicate the JFarm success story across India and is exploring opportunities of working with several states including Telangana to realize this objective.



About TAFE:

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 150,000 tractors; TAFE is one of the leading exporters of tractors from India with a turnover in excess of INR 93 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 100 countries across the world, including developed countries in Europe and the Americas.

Besides tractors and farm machinery, TAFE manufactures Diesel engines, silent gensets, batteries, hydraulic pumps and cylinders, gears and transmission components, and has business interest in vehicle franchises and plantations. TAFE is committed to the Total Quality Movement (TQM) and three of its tractor plants are certified under ISO 9001 and ISO 14001.

TAFE's JFarm has developed a model of integrated farm practices suitable for small to large 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.

The JFarm model has also been successfully implemented in Rajasthan in 2016, which TAFE set up in partnership with the Rajasthan government. It hosts an adaptive research farm, farm skills development centre, agricultural extension service, hi-tech technology demonstration and customer experience centres.

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, etc. to name a few.

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