

Media Release

TAFE takes its outreach program 'Farmers' Day' to Rajasthan

Specially grown saplings handed out to all farmers at the event

JODHPUR, February 25, 2014: India's second largest tractor maker Tractors and Farm Equipment Limited (TAFE) held its annual Farmers' Day event, this time at Jetpur, Pali district, in Jodhpur, Rajasthan on 25th February 2014, for the ninth year in succession. In the past eight years, the event has covered Madurai, Tanjore, Alwarkuruchi & Kovilpatti in Tamil Nadu, Hosur & Doddaballapur in Karnataka, Rudrapur in Uttarakhand and Ongole in Andhra Pradesh. The event was organised with good support from TAFE's Jodhpur Dealer, Sri Vikram Singh Gehlot and his team.

A record number of about 600 plus farmers participated in the event, and were addressed by the following scientists who were the speakers at the event: Dr. Balraj Singh, Director National Research Centre on Seed Spices (NRCSS), Ajmer, Dr. M. Patidar, Central Arid Zone Research Institute (CAZRI), Jodhpur, Dr. R. K. Goyal CAZRI, Jodhpur, and Dr. P. Ratha Krishnan CAZRI, Jodhpur. The speakers covered topics including improved production technology of Seed Spices, Improved technologies for enhancing fodder production in arid zone, Watershed based resource conservation in arid areas, Trees for soil conservation and watershed management in arid region. The program included a talk on cultivation of dates.

A panel of experts comprising of Dr. Abbas V. Agalodiya, Principal Scientist (Spices), Centre for Research on Seed Spices (CRSS), Gujarat; Dr. Naresh R. Patel, Pathologist, CRSS, Sardarkrushinagar Dantiwada Agricultural University (SDAU), Gujarat; Dr. K. Ram Krishna, Director (Research) Sri Karan Narendra Agriculture University, Jobner; Dr. Dharendra Singh, Plant Breeder; Dr. Kayam Singh Shekhawat, Plant Pathologist; and Mr. Manoj Gahlot, Assistant Engineer, Govt. of Rajasthan Jodhpur, interacted with the audience.



As a first step towards building a green environment in Rajasthan, TAFE distributed saplings of *Khejri*, *Kumat*, *Anar* and *Ber* plants to all the farmers participating in the event for them to plant in their fields and residences. These saplings are a popular variety developed at CAZRI, Jodhpur specifically for this purpose. TAFE looks to contribute further to this initiative in the future considering its sustainability factors. Further, about 16 outstanding farmers were honoured for their farming excellence.

About TAFE:

The US \$1.6 billion company is the world's third largest tractor manufacturer, the second largest in India by volumes and the Aon Hewitt Best Employer in India 2013. It 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 80 countries across the world, including developed countries in Europe and the Americas.

TAFE is committed to the total quality movement and three of its tractor plants are certified under both, ISO 9001 and ISO 14001. It has been the recipient of a number of accolades and awards. Apart from tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, panel instruments, gears and transmission components.

TAFE'S adaptive research center, JFarm, which is recognized by both the State (Tamil Nadu) & the Central Governments, was established in 1964 to provide better returns to farmers through adaptive research and to strengthen the hands of the government in achieving self-sufficiency in agricultural production.

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