

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

**Chennai, India | April 04, 2015:** 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 local 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 farmers 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](https://facebook.com/FarmDost), an instant hit among the social media community has welcomed the initiative with open arms.

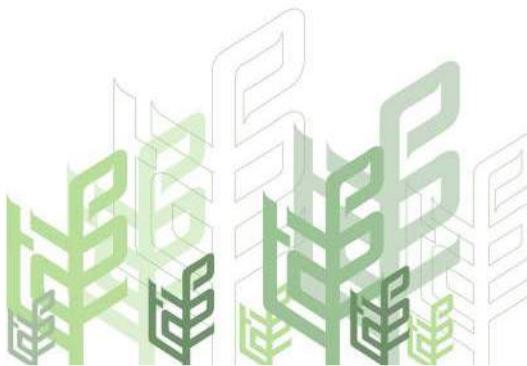
TAFE also extends an invitation to schools in Chennai, Coimbatore and Madurai to participate in the “Be a #FarmDost – Interschool project”; interested schools may email TAFE at [cultivate@farmdost.com](mailto:cultivate@farmdost.com)

#### **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 a 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. Beyond India, its products have found excellent acceptance in over 75 countries across the world, including developed countries in Europe and the Americas.

Apart from tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, gears and transmission components, 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 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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