

Cultivate the farmer in you



The TAFE stall at a popular mall in Coimbatore

them for a glimpse into their world. It is a life one rarely thinks about.

One can also share stories and images on the #FarmDost social media platform. The initiative is inclusive with no barriers in participation.

On-ground launch of the initiative

With interesting installations in Chennai and Coimbatore's most popular malls, the campaign reached out to mall-goers with a series of fun-filled yet insightful activities that educated them about the work the farmer does and how it affects every-

one's lives. A seed kit containing an instruction manual and a sachet of seeds was also distributed to everyone so that they can grow their own mini-farms at home. The seed kit was their initiation into becoming a #FarmDost.

The campaign has gone live on all the social media platforms, engaging the users with interesting stories, tips, trivia, awareness charts, etc. along with timely announcements of upcoming interactive opportunities. With good response from across the country, the campaign has been appreciated by many Arvind, working with a leading IT company said. "I heard about this on the radio and was looking at the FarmDost page on social media for details. This is a good initiative by TAFE to bring back the focus on farming."

The company's Facebook page is: [facebook.com/FarmDost](https://www.facebook.com/FarmDost). TAFE also extends an invitation to schools in Chennai, Coimbatore, Madurai and Trichy to participate in the 'Be a #FarmDost-Interscholar project'. Interested schools may reach out for more information at cultivate@farmdost.com.



Participants proudly displaying the seed kits they got at TAFE's 'Be a #FarmDost' stall

Imagine being responsible for the joy of millions, imagine dispensing responsibilities that have great implications, but being invisible. Welcome to the life of a farmer.

He toils under the burning sun, day after day, year after year, feeding the world, and yet, stays out of sight and out of mind — a part of your every meal, but never a part of your

dinner table conversation. Now, through this 'Be a #FarmDost' initiative, one can show their acknowledgment to the farming community.

This initiative aims to bring the invisible farming community back into our social consciousness and urges people to celebrate the farmer in all of us. The joy of nurturing a seed, the thrill of warm soil in one's hand and the bliss of har-

vesting a crop — all these are the stages of the journey one could embark on through this initiative in this modern world, that is increasingly living its life online, recreating the experience of cultivating a small patch of land will help one empathize with the farmer, whose effort feeds the nation.

The initiator, TAFE
 Since 1960, TAFE's mission has been to help farming

communities around the world prosper. TAFE, which stands for Tractors and Farm Equipment, is the third largest tractor manufacturer worldwide, with a presence in over 75 countries, manufacturing iconic tractor brands like Massey Ferguson, Eicher and TAFE. Their commitment to the farming community also comes through the establishing of JFarm — an adaptive agri-research centre, that is involved in empowering farmers with new technologies in propagating, planting and protecting variety of crops. JFarm has been proactively engaging with farmers for over half a century now, spreading knowledge and resources leading to increase an in farm yields, viability

and sustainability.

Cultivating the world
 'Cultivating The World' is a philosophy that the company takes pride in. It's the driving force that reinforces them to constantly innovate and evolve the products, expertise and services to adapt to the needs of the customers worldwide. This initiative is an extension of the same.

With public support and participation, they aim to change perceptions about farming and bring about a heightened awareness of the credit we ought to give our farmers. Cultivating the world is about effectively cultivating our land and our consciousness, retrieving the value of this community. **Becoming a FarmDost**
 It's simple — take a tray, fill it

with earth and plant something in it. Nurture it, care for it, watch it grow and relish the pride that comes while doing so. Seek out farmers and connect with



A candid shot of mall-goers participating in an activity at the stall

