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'Be a FarmDost' campaign launched in Coimbatore

Adarsh Jain, TNN | Jul 22, 2015, 05:49PM IST

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COIMBATORE: In an attempt to make schoolchildren aware of contribution of the farming community to the society, a tractor manufacturing company on Wednesday launched its 'Be a FarmDost' campaign in Coimbatore.

The campaign by Tractors and Farm Equipment Ltd (TAFE) will reach out to 20,000 school students, teachers and parents in the city.

TAFE plans to reach out to around 60,000 students across the state.

On Wednesday morning, school students in the city received the 'Be a FarmDost' kit that contained seeds, a packet of coco peat, a friendship agreement, a FarmDost sticker, an instruction manual and letters to the students and their parents.

T R Kesavan, chief operating officer, product strategy and corporate relations, TAFE said, "The 'Be a FarmDost' initiative is a nationwide programme to recognize the silent contribution of farmers in feeding the nation and the world at large. We would like to dedicate this initiative to all the farmers of our country and send them a message of gratitude."

The FarmDost school activity has been completed in Trichy, Coimbatore and Madurai and will move to Chennai in the following days.

As a part of the campaign, each student who has received the FarmDost kit is expected to cultivate the seeds from the kit, click pictures of the farming process at regular intervals and post its website (farmdost.com).

These pictures will later be promoted on the Be a FarmDost Facebook page. The top three students from each city will be awarded with Best FarmDost student award.

The top three schools of each city with the highest participation for best FarmDost student award and ThankYouFarmers student award will be honoured with the best FarmDost school of Coimbatore Award and ThankYouFarmers school award for Coimbatore.

The top school with the highest participation percentage for best FarmDost student award and ThankYouFarmers student award combined will be crowned with the Champion of Champions Award.



The campaign by Tractors and Farm Equipment Ltd will reach out to 20,000 school students, teachers and parents in Coimbatore.



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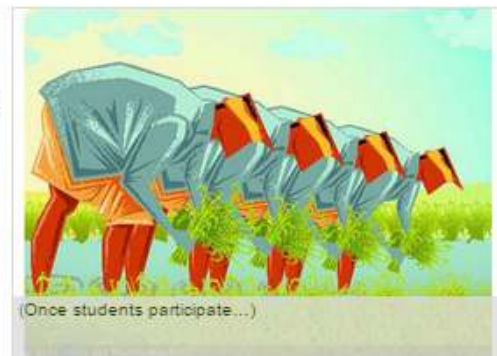
Tractor and Farm Equipment Ltd launches 'Be a FarmDost' initiative to recognise farmers

PTI Jul 22, 2015, 09:15PM IST

Tags: ThankYouFarmers Student | National Model Higher School | Farmer | Farm Equipment Ltd | Be a FarmDost

COIMBATORE: To give school students a true experience of what an average farmer has to go through daily, Tractor and Farm Equipment Ltd today launched its 'Be a FarmDost' initiative here, providing them with kits containing seeds and other material like an institutional manual.

The initiative was aimed to celebrate the farmer and bring back the farming community into the social consciousness and to encourage students to understand the importance of farmers. Sunitha Subramanyam, Senior Deputy General Manager, Corporate Communications, said at the launch at National Model Higher School, here.



Through this initiative, the company wanted to reach 20,000 school children in Coimbatore by distributing FarmDost kits, which contain seeds, a packet of cocopeat, a friendship agreement, a farmdost sticker, an institutional manual, besides letters to them and their parents, requesting child's involvement in this, she said.

Once students participate by cultivating seeds from the kit, they are expected to click pictures of the farming process regularly and post it on FarmDost website, Sunitha said.

The pictures will later be promoted as Be a #FarmDost Page-Facebook. com/farmdost and the top three students from each city will be awarded Best #FarmDost student award, she said.

After covering the initiative in Coimbatore, Madurai and Trichu, it would be held in Chennai schools, somewhere in Mid August and awarding ceremony will be held during September.

Another award 'ThankYouFarmers Student' award will encourage students to meet, interact and thank farmers in an innovative way, Sunitha said.



'Be a FarmDost' campaign launched in Coimbatore



COIMBATORE: In an attempt to make schoolchildren aware of contribution of the farming community to the society, a tractor manufacturing company on Wednesday launched its 'Be a FarmDost' campaign in Coimbatore. The campaign by Tractors and...

[The Times of India](http://www.timesofindia.com) 2015-07-22



THE HINDU

CITIES • COIMBATORE

COIMBATORE, July 23, 2015

Updated: July 23, 2015 10:22 IST

Students take part in 'FarmDost' initiative

SPECIAL CORRESPONDENT

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Students take part in the 'Be a FarmDost' initiative launched at National Model Matriculation Higher Secondary School in Coimbatore on Wednesday.—Photo: S. Siva Saravanan

THE HINDU

Nearly 14,000 students from 18 schools will grow spinach and okra or cluster beans at home, talk to 3 farmers, and learn more about the critical role of the farmers in sustaining agriculture.

Nearly 14,000 students from 18 schools in Coimbatore have taken home a small kit that includes seed packets, instruction booklet, and a packet of coco peat. They will grow spinach and okra or cluster beans at home, talk to three farmers, and learn more about the critical role of the farmers in sustaining agriculture.

This is part of "Be a FarmDost" initiative launched by Tractors and Farm Equipment Limited's (TAFE) in the State.

TAFE launched it in Chennai in April to create awareness among the public and extended it to the schools in June.

Over 30,000 students, studying in classes IV to XII, at the schools in Tiruchi, Madurai and Coimbatore have been covered under the project so far and it will be launched in Chennai next. The company aims to reach 60,000 students in the State this year.

Aim

Sunitha Subramaniyan, senior deputy general manager – Corporate Communications of TAFE, told *The Hindu* that the aim of the initiative is to recognise farmers. The programme had two contests - one is best FarmDost school contest and another is "ThankYouFarmers" contest for the students. The top three schools in each city that had high percentage of participation will receive the award in the contest for schools.

Students will post pictures of their farming activity regularly on www.FarmDost.com website. They will also meet the farmers, talk to them and thank them in innovative ways.

As part of the school activity, a plot is prepared and seeds sown in the schools where the initiative is launched. TAFE plans to extend the initiative across the country.



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Campaign to teach kids about farming

TNN | Jul 23, 2015, 04:38AM IST

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COIMBATORE: Tractors and Farm Equipment Ltd (TAFE), a tractor manufacturing company on Wednesday launched its 'Be a FarmDost' campaign in the city to make school children aware about importance of the farming.

A state-wide campaign, which will reach out to 20,000 students, teachers and parents in the city. TAFE plans to reach out to around 60,000 students across the state.

On Wednesday morning, students received the Be a FarmDost kit that had seeds, a packet of cocopeat, a friendship agreement, a FarmDost sticker, an instruction manual and letters to the students and their parents, requesting their child's involvement in the initiative.

T R Kesavan, chief operating officer, product strategy and corporate relations, TAFE said, "The 'Be a FarmDost' initiative is a nationwide program to recognize the silent contribution of farmers in feeding the nation and the world at large. We would like to dedicate this initiative to all the farmers of our country and send them a message of gratitude."

The FarmDost school activity has been completed in Trichy, Coimbatore and Madurai and will be conducted in Chennai in the following days. These pictures will later be promoted on the Be a FarmDost Facebook page. The top three students from each city will be awarded with a Best FarmDost student award.

The schools with the highest participation for the best FarmDost student award and ThankYouFarmers student award will be honored with the best FarmDost school of Coimbatore Award and ThankYouFarmers school award for Coimbatore. The school with the highest participation in both the categories will be crowned with the Champion of Champions Award.



Business Standard

Tafe launches 'be a farmdost' initiative to recognise farmers

Press Trust of India | Coimbatore
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To give school students a true experience of what an average farmer has to go through daily, Tractor and Farm Equipment Ltd today launched its 'Be a FarmDost' initiative here, providing them with kits containing seeds and other material like an institutional manual.

The initiative was aimed to celebrate the farmer and bring back the farming community into the social consciousness and to encourage students to understand the importance of farmers, Sunitha Subramanyam, Senior Deputy General Manager, Corporate Communications, said at the launch at National Model Higher School, here.

Through this initiative, the company wanted to reach 20,000 school children in Coimbatore by distributing FarmDost kits, which contain seeds, a packet of cocopeat, a friendship agreement, a farmdost sticker, an institutional manual, besides letters to them and their parents, requesting child's involvement in this, she said.

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The pictures will later be promoted as Be a #FarmDost Page-Facebook. Com/farmdost and the top three students from each city will be awarded Best #FarmDost student award, she said.

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