TAFE launches 'Be a FarmDost' initiative

Chennai, April 05: 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
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 farmer’s 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, 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
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Launching the initiative, TAFE Chief Operating Officer (Product Strategy and Corporate Relations) T.R. Kesavan said that it was vision of the company’s Chairman and CEO Mallika Srinivasan. This led to the ideation and creation of the ‘Be a #FarmDost initiative’.

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Mr. Kesavan said: “The initiative is to recognize the silent contribution of farmers in feeding the nation. As TAFE, we invite everyone to be a FarmDost - to take pride in farming and join us in cultivating the world.”

The new initiative encourages people to recognize and respect the farmer’s contribution, inspires them to feel the earth between their fingers, and experience the joy of growing something.
CHENNAI, APRIL 4: Tractors and Farm Equipment Limited (TAFE), the second largest tractor manufacturer in India, has launched ‘Be a #FarmDost’ initiative in Chennai. This initiative is aimed to celebrate the farmer and bring back the farming community into social consciousness.

TAFE’s #FarmDost initiative is 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 realise what the average farmer has to go through, day in and day out.

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, said a company press release.

(This article was published on April 4, 2015)
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April 04, 2015

Mr. T. R. Kesavan, CEO, TAFE poses with college students and their seed kits who joined the ‘Be a #FarmDost’ initiative.

TAFE in its journey of cultivating the world, launches ‘Be a #FarmDost’ initiative

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TAFE SHOWS THE WAY TO BE A ‘FARM DOST’

4 April, 2015 10:56 PM

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Source: thehindu.com
வருடத் தொடக்க விளையாட்டானால் விளையாட்டு நிறுவனத்தின் நிறுவனர்

50 ஆண்டுகளுக்கு முன் அவர்கள் விளையாட்டு நிறுவனத்தின் நிறுவனராக

2020 ஆண்டின் விளையாட்டு நிறுவனத்தின் நிறுவனர் பொறுப்புக்காக விளையாட்டு நிறுவனத்தின் நிறுவனராக நிறுவியுள்ளார். விளையாட்டு

2020 ஆண்டின் விளையாட்டு நிறுவனத்தின் நிறுவனராக விளையாட்டு நிறுவனத்தின் நிறுவனராக விளையாட்டு நிறுவனத்தின் நிறுவனராக விளையாட்டு

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Chennai Online | April 05, 2015
சமயகாலிலே புரிந்த ஒவ்வொரு காலத்திலும், "நிறைந்த புணர்ந்த திகழ்வை வருமாறு நிற்கும் விளைவுச் சொல்லும் விளக்கங்கள் என்றால் என்று வெளிப்படையாக இருக்கும். எனினும் விளக்கத்தின் முக்கியத்துவம் அடையாளத்தை விளக்கம் செய்யப் பெருமையாக வந்து விளக்கம் செய்கிறது. இவ்விளக்கத்தின் முக்கியத்துவம் அடையாளத்தை விளக்கம் செய்யப் பெருமையாக வந்து விளக்கம் செய்கிறது. எனினும் விளக்கத்தின் முக்கியத்துவம் அடையாளத்தை விளக்கம் செய்யப் பெருமையாக வந்து விளக்கம் செய்கிறது.

Published On : Apr 05, 2015
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Keywords: TAFE, #FarmDost
Youngsters vow to become ‘farm dost’

SPECIAL CORRESPONDENT

People who walked into Express Avenue on Saturday afternoon were surprised to see paddy sheaves and a tractor in the atrium.

In a short while, many of them vowed to become friends of farmers and try their hand at gardening. They carried home a small kit that contained seeds and an instruction manual.

‘Farm Dost’, an initiative that sought to raise awareness about farmers’ contribution and encourage people to try farming, was launched at the mall. It is an initiative of TAFE, one of the leading manufacturers of tractors.

It was only apt for S. Nagabhushanam, who has been cultivating her land near Siruseri, to be part of the launch. “I was born into a family of farmers and that encouraged me to take up cultivation. My vegetable garden helped raise my children,” said Ms. Nagabhushanam, who supplies greens and vegetables to supermarkets and regular customers.

T.R. Kesavan, chief operation officer (product strategy and corporate relations), TAFE, said the initiative is to allow people to experience the joy of cultivating and respect farmers’ contribution.

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