TAFE in its journey of cultivating the world, launches 'Be a #FarmDost' initiative
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Tractors and Farm Equipment Limited (TAFE), the second largest tractor manufacturer in India, has launched ‘Be a #FarmDost’ initiative in Chennai. The initiative is aimed to celebrate the farmer and bring back the farming community into social consciousness.

The programme 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 while. 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 will truly realise what the average farmer has to go through day in and day out.

It was TAFE’s chairman and CEO, Mallika Srinivasan’s vision of cultivating the world by helping farming communities around the world prosper that led to the initiative. The initiative was formally launched by Mr T.R. Kesavan – chief operating officer, product strategy and corporate relations, TAFE, at Express Avenue mall, Chennai.

Mr Kesavan said, “The initiative is a nationwide programme launched by TAFE to recognise 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 part of the launch, students of local schools and colleges were given #FarmDost kits consisting of seed packets and were also invited to join the initiative.
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TAFE’s tribute to farming community

NT Bureau
Chennai, Apr 5:
TAFE’s ‘Be a #FarmDost’ initiative is aimed at celebrating farmers and bring back the farming community into our social consciousness, said he chief operating officer for Product Strategy and Corporate Relations at Tractors and Farm Equipments Limited (TAFE), T R Kesavan here yesterday.

Speaking at an event, Kesavan said that the initiative is simple and focuses on encouraging people of all ages to step into the shoes of a farmer by taking care of at least one single crop.

As a part of the launch, students from local colleges were presented with FarmDost kits, which consist of seed packets, inviting them to join the initiative.

TAFE has always taken initiative, like this, to focus on the environment, said the senior deputy general manager for Corporate Communications at TAFE, Sunitha Subramaniam, at the launch.

She said that FarmDost will help to sustain agriculture, by creating a platform to make public take pride in farming.

Speaking on the focus of the initiative, Sunitha said, ‘FarmDost will encourage people to recognise and respect the contribution of farmers, inspire people to feel the earth between their fingers and empathise with the farmers, and urge people to meet and interact with farmers’.

On the future plans of ‘Be a #FarmDost’ initiative, she said that their aim is to touch 500,000 people and create a farm wave in the nation.

‘We will be launching it in Coimbatore next week, and then at Madurai. From June we have planned to take it to schools and colleges across Tamilnadu’, said Sunitha.

The chairman and managing director of Tinacca, Ram, the key promoter of weekend agricultural group, Hari Srinivasan, a full time farmer from Chennai, Nagabushnam, senior deputy general manager for Corporate Communications at TAFE, Sunitha Subramaniam, COO for Product Strategy and Corporate Relations at TAFE, T R Kesavan, and others at the launch of ‘Be a #FarmDost’ initiative by TAFE, in Chennai.
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TAFE shows the way to be a ‘farm dost’

Special Correspondent

CHENNAI: TAFE on Saturday, launched a nationwide programme titled ‘Be a #FarmDost’.

Primarily an online campaign, it is targeted at schools and college students. They will be presented with #FarmDost kits consisting of seed packets. Using social media as a tool, TAFE plans to take it across the country to reach at least five lakh people.

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’.

The initiative is meant 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.

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.
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Youngsters vow to become ‘farm dost’

Special Correspondent

CHENNAI: 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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TAFE on a mission to increase farming interest

Chennai, Apr 5: 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, Malika 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 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.

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.

TAFE’s #FarmDost initiative will be driven as a pilot project on-ground in Tamil Nadu, 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 – inter-school project”. Interested schools may email TAFE at cultivate@farmdost.com
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