

TAFE's "Voice Against Noise" Drive Makes Impact

Strong support from youth and Chennai Traffic Police

CHENNAI, December 10, 2013: India's second largest tractor and farm equipment manufacturer TAFE's fortnight-long drive "Voice Against Noise" (VAN), in association with the Chennai Traffic Police's 'No Honking' Campaign to check noise pollution has met with a resounding success.

The initiative was launched on November 22 with a poster contest on Facebook, which received an overwhelming response, with hundreds of entries pouring in, in a span of a week. Three best entries were chosen, and six other participants received jury prizes. The Contest winners are: Hari Raja Viswanathan, Kongu Engineering College - Erode, Neha Ann Balthazar, Stella Maris College, Chennai, and Raja K, Wipro, Chennai. Jury Prizes went to Monika Gugliya, Kalayug Studio, Mysore, Venkat Gopu, TFI – Hyderabad, K Elavarasu, TAFE - Chennai, Niveditha P, SRM College – Chennai, Shashank Sahay, Aura – Bangalore, and Madhav R, St John's School, Chennai. The prize-winning posters were displayed across the city as the official campaign posters during the VAN drive. Overall, the Facebook contest was able to generate user engagement of more than 2,500 from Chennai alone.

The on-ground activity was held on December 6 and 7, when around 250 college students and 100 TAFE employees volunteered for the campaign. The teams were stationed at 25 Indian Oil Petrol Pumps in Chennai and reached out to motorists with campaign material such as bookmarks, posters, and stickers.

An award ceremony was held at The Hyatt Regency, Anna Salai on December 11, 2013 where volunteers from the participating colleges, namely Ethiraj College for Women, Stella Maris College, MOP Vaishnav College for Women and Loyola College; Chennai, apart from the campaign associates Chennai Traffic Police and Indian Oil Corporation were felicitated by TAFE with trophies and certificates.

Marking the end of the event, Mr. T R Kesavan, COO – Product Strategy and Corporate Relations, TAFE, said, "TAFE has always been driven by its well-defined core values, one of which is its responsibility as a corporate citizen to preserve and protect the environment and society. The VAN initiative evolved from our core values and we are glad to have been associated with the Chennai Traffic Police in driving this campaign. We have made an



attempt to bring together various stakeholder communities to raise social awareness, and shoulder the responsibility and are pleased that the active participation of college students and TAFE volunteers has paid off. ”

Mr. A Arun, IPS, Joint Commissioner of Police (Traffic – North), said, “TAFE’s ‘Voice against Noise” campaign has had its positive impact on road-users. The unalloyed enthusiasm of the student community and volunteers added to the success of this campaign. TAFE’s efforts as a responsible corporate citizen are laudable. A good campaign, indeed.”

Sustainability is at the heart of TAFE’s manufacturing processes. Even before formal guidelines were in place, TAFE has been continually improving its policies and procedures to enable sustainability in operations. Every parameter of environmental sustainability is linked to an ambitious target, lower than government’s proposed norms. TAFE is certified under ISO 9001 and ISO 14001 for environment friendly operations. In line with its operational regulations of keeping noise levels in check inside its various manufacturing plants, TAFE, in association with Chennai Traffic Police, decided to spread the awareness about noise pollution further by stepping outside its facilities and on to the streets with an aim to tackle noise caused by excessive honking in Chennai.

About TAFE:

The US \$1.6 billion TAFE is the world’s third largest tractor manufacturer and the second largest by volumes in India. It 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 brands of Massey Ferguson, TAFE and Eicher. Its over 1000 strong distribution network covers the entire length and breadth of India. Apart from India, its products have found excellent acceptance in over 80 countries across the world, including developed countries in Europe and the Americas.

TAFE is committed to the total quality movement and three of its tractor plants are certified under both, ISO 9001 and ISO 14001. It has been the recipient of a number of accolades and awards. Apart from tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, panel instruments, gears and transmission components.

