

TAFE's 'Be a #FarmDost' digital movement recognized for highlighting the importance of farmers and the farming profession

April 10, 2018 | Chennai: The Tractors and Farm Equipment Limited (TAFE) - '[Be a #FarmDost](#)' initiative has been at the forefront of highlighting the importance of farmers and, helping the urban society appreciate the hard work of farmers through various digital media communications and through on-ground activities which has brought farmers and the urban population together. These efforts were validated with the 'Be a #FarmDost' initiative winning awards at the IAA Olive Crown Awards, PRCI's Corporate Collaterals Award, ACEF's 7th Global Customer Engagement Awards, the Rural Marketing Forum & Awards and, the Making of Developed India Awards, for the year 2018.

TAFE was also bestowed the Chanakya Award in the category 'Communication Idea of the Year' for the 'TAFE - Be a #FarmDost' initiative by The Public Relations Council of India (PRCI) during the 12th Global Communication Conclave held in Pune. TAFE group was among the top winners, winning 15 awards across categories.

At the prestigious IAA Olive Crown Awards 2018 hosted by the International Advertising Association (IAA) India Chapter in Mumbai, TAFE was awarded the Silver Olive Crown in the Events category for its Be a #FarmDost initiative's, National Farmers' Day event for 'Creative Excellence in Communicating Sustainability'. At the Asia Pacific Customer Engagement Forum's (ACEF) '7th Global Customer Engagement Awards 2018', TAFE's 'Be a #FarmDost' initiative won two gold awards. One for its 'National Farmers' Day' event for the 'Successful use of CSR Activity' in the Events & Promotions category, and one for its #ThankYouTohBol TV commercial for 'Creativity' in the Television category.



The 'Be a #FarmDost' initiative by TAFE was also recognized as the 'Social Development Campaign of the Year' by the Rural Marketing Forum & Awards. The award recognizes development and integrated marketing concepts, which look at bringing about social change for the greater good. At the Making of Developed India Awards 2018, TAFE's 'Be a #FarmDost' initiative was awarded in the 'Best Marketing Campaign of the Year (Agriculture)' category. The award recognizes the efforts of an organization/team to increase awareness for a particular product or service.

