

TAFE's Be a #FarmDost initiative supports IIT for Villages - IViL

- Launches All-India Short-Film and Anthem making contests at the IIT MadrasSaarang fest
- Prizes worth Rs. 50,000 to be won

Chennai | December 30, 2015: TAFE – Tractors and Farm Equipment Limited's Be a #FarmDost initiative is extending its support to IIT Madras' - IIT for Villages (IViL) initiative which works towards bridging the urban-rural divide and instilling social consciousness among students.

TAFE's Be a #FarmDost initiative has evolved into a community driven movement which aims to change and enhance the perception of the farmer in the minds of the common man. It further aspires to harness this change to actually aid the farmer, while conveying to them that their work is indeed appreciated by the country they feed and sustain – there by bringing back the pride in farming and the farmer back into our social psyche. Partnering with the IIT Madras IViL team at its annual cultural fest Saarang 2016, one of the largest and most sought after events in the cultural calendar of Chennai, TAFE is providing a platform for young minds to showcase their creativity, and towards a significant cause, by hosting two contests – Be a FarmDost Short-Film making and Be a FarmDostAnthem making contest.

Be a #FarmDost Short-film contest

In the Short-Film making contest, the participants (any individual or group of upto 4 members, not restricted to students) are required to make a short film of 5-10 minutes duration presenting farming as a source of joy and depicting how the farming profession has always been and will always remain the backbone of the country.

Be a #FarmDost Anthem contest

In the Be a FarmDost Anthem contest the participants (any individual or group of upto 7 students, not necessarily from the same college) are required to compose an inspirational Anthem (Music) of 3-4 minutes to take TAFE's Be a #FarmDost initiative further to the country and the world.

Both the contests have consolidated prizes of Rs. 50,000. More details about the contests are available on saarang.org



About Be a #FarmDost:

TAFE's Be a #FarmDost initiative launched in April 2015 inline with TAFE's corporate philosophy of Cultivating the World, is evolving into a pan-India campaign with support from the urban youth and the school students alike by means of its innovative concept and extensive outreach programs. It has over 275,000 fans on Facebook ([facebook.com/FarmDost](https://www.facebook.com/FarmDost))

About TAFE:

The world's third largest tractor manufacturer and second largest in India by volumes, TAFE is one of India's largest exporters of tractors with a turnover in excess of Rs. 93 billion. TAFE 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 iconic brands - Massey Ferguson, TAFE and Eicher. Its over 1000 strong distribution network covers the entire length and breadth of India. Beyond India, its products have found excellent acceptance in over 85 countries across the world, including developed countries in Europe and the Americas.

Apart from tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, gears and transmission components, besides business interest in vehicle franchises and plantations. TAFE is committed to the Total Quality Movement and three of its tractor plants are certified under ISO 9001 and ISO 14001.

TAFE was named the Best Employer in India 2013 by Aon Hewitt. It has also been presented, the TPM Excellence Award from the Japan Institute of Plant Management several times, the Frost & Sullivan - IMEA Award for significant progress towards reliable processes, the Regional Contributor Award for quality supplies from Toyota Motor Company, Japan, the Manufacturing Supply Chain Operational Excellence - Automobile Award at the second Asia Manufacturing Supply Chain Summit, the Agriculture Leadership Award by Agriculture Today magazine, the Corporate Citizen of the Year Award by Public Relations Council of India, and has also received Commendation for Significant Achievement on the journey towards Business Excellence by the CII-EXIM Bank - Business Excellence Award jury, to name a few.

About IIT for Villages (IViL):

IViL – IIT for Villages in an IIT Madras initiative, which comprises of a discussion forum and an action platform for the students of the institute to discuss, deliberate and act upon meaningful and socially relevant, high-impact ideas.

Started in 2005, IViL's vision is to explore and leverage the potential of institutes like IIT Madras for the wider objective of rural development by bridging the urban-rural divide and instilling social consciousness in students.



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