

For Immediate Use

Berhampur, December 26, 2015

Two-day rural immersion programme for farmers in Ganjam

Berhampur, December 26, 2015: In a bid to ensure adequate awareness regarding the innovations in the farming sector, Tata Agrico in association with Tata Steel Rural development Society and Horticulture and Agriculture department of Government organised a two day Rural Immersion Programme along with farmers' interaction which was organised at Hinjilikatu and Seragada blocks of Ganjam district in Odisha.

The two-day programme that ended on December 23, 2015 aimed to demonstrate innovation capacity by translating customer insights into meaningful technological and improved applications which will lead to increase in agriculture productivity, and hence the quality of lives of farming community .

More than 300 farmers were benefitted by the visit of Tata Agrico officials who not only interacted with them but also answered their queries and informed them of various new tools and techniques in the agro sector through the display van that accompanied the team.

Unlike any traditional training programme, this event was very interactive where the farmers shared their concerns and sought guidance from the team. During the session, the farmers were also informed about various agricultural products and farm mechanisation by Tata Agrico for better productivity.

Among others present in the session were Mr Sushanta Mishra, Chief, Project Gopalpur & SEZ, Tata Steel, Mr Siddharth Mishra, Chief (Agrico Business and Retail Initiatives), Tata Agrico, Mr Vijay Kumar, Head New Product Development, Tata Agrico, Mr Debdoot Mohanty, Head , CSR , Jharkahnd and New Project, Tata Steel, Mr Ambika Nanda, Head, CSR (Odisha), Tata Steel, Mr Manoj Swain, BDO, Hinjilicut, Mr Balaram Subudhi, Agronomist, DAO, Chhatrapur, Mr Surendra Sahu, Assistant Agriculture Officer, DAO, Berhampur along with other officials of Tata Steel Rural Development Society.

As part of the programme, the team interacted with Mr Ashish Thakare, PDDRDA, Ganjam who provided valuable inputs.

It is worth mentioning here that since 1925, TATA Agrico is a pioneer in superior quality agricultural tools. Over the years, Tata Agrico has entered various other industries and added a range of implements & hand tools to its product portfolio. In 2010, Tata Agrico entered the Mechanized Farm Implements sector with the launch of its sub-brand Grasshopper. Agrico division is committed towards providing a wide range of mechanized products under Grasshopper range which includes Rotary Tiller, Seed Drill, Cultivator, and Power Weeders & Power Tillers. The division is constantly expanding its product offerings by launching new products and variants under different categories to provide best of products and services to its customers.

Aerial Target Manufacturing Unit to be set up at Gopalpur Industrial Park of Tata Steel Special Economic Zone Ltd. Sure Safety Solutions Pvt. Ltd. of Mumbai collaborating with Megitt Defence of UK to start the unit