

*...Empowering The Farmers...*



# TAMIL NADU PRECISION FARM PROJECT

( A Turnkey Consultancy Project )



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**ANNEXURE IV-VII & ALBUM - I**



**UNIQUE FEATURE 01 :** First ever Turnkey Consultancy Project in the history of Indian Agricultural Universities



**'My dream came true'**

- Dr. G. Rangaswamy, First Vice Chancellor, TNAU

Dr. G. Rangaswamy and Dr. C. Ramaswamy interacting with Precision Farmers at Dharmapuri







## THE KEY ELEMENT FOR THE SUCCESS OF THE PROJECT :

Preparing the farmers to enhance their managerial capabilities through repeated interactive sessions, swot analysis and brain storming sessions viz., inputs management, farm resource management, technology management, finance management, human resource management and market management efficiencies.



Generating Quality Farmers as Social Capital



**UNIQUE FEATURE 02 :**

Got the project on global competitive bid by quoting Rs.720.00 lakhs against the quote of Rs.1750.00 lakhs by an overseas firm....

The screenshot shows the LSE website interface. At the top, there are navigation links: LSE website, Staff & students, Library, Academic departments, and Research centres. Below this is the LSE logo and the text 'THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE'. A search bar is present with the text 'Search the LSE website' and a 'Go' button. A horizontal menu contains various categories: Home, Study, Life at LSE, Alumni, Research and expertise, Business and consultancy, News and media, Public events, Supporting LSE, and About LSE. On the left side, there is a vertical menu with categories like 'Video and audio', 'News and media', 'Podcasts and audio', 'Search', and several article titles. The main content area features a video player titled 'The Second Indian Green Revolution'. The video player has a red overlay with text in Tamil and English: 'தமிழ்நாடு வேளாண்மைப் பல்கலைக்கழகம், கோம்புடி தமிழ்நாடு ஆன்வயிற் பன்னாட்டுத் திட்டம் TAMIL NADU AGRICULTURAL UNIVERSITY, COIMBATORE TAMIL NADU PRECISION FARMING PROJECT'. Below the video player, there is a text block starting with 'Independent of British rule, the Indian economy expanded rapidly...' and another block starting with 'As part of a major project investigating how well facts travel...'. To the right of the video player, there are sections for 'Public lectures and events', 'PODCASTS & VIDEOS', and 'LSE Experts Directory' with a grid of expert profiles.



And got the global appreciation from London Economic School UK, as **Second Indian Green Revolution**.



**UNIQUE FEATURE 03 :**

Organizing farmers clusters for collective cultivation to share day to day field experiences, collectively manage pest and diseases, learn the art of farm record management, demand appropriate technologies and to explore the market.



Hands on training to operate Drip and fertigation systems



Farmer to Farmer mode of expertise sharing and technology transfer





### UNIQUE FEATURE 04 :

The first crop was raised by scientists as the State mega Demonstration and subsequent 5 crops in three years by the farmers themselves while the scientists extended hand holding support.



### MEASURABLE OUTCOME

- Doubled the productivity in 45 crops
- 90 % plus marketable produce



- Extended harvest to match with lean season
- Extended shelf life for the produce



How precise it is? A silent revolution with out even the media noticing it at the beginning, Three year later precision farming was talked loud in all the media. Karshaka Shree, Malaayala Manorama Group

- Water & Electricity economy 30-40 %
- Technical, Economic and Social empowerment





**UNIQUE FEATURE 05 :** Only project from Tamil Nadu Agriculture University since inception (1972) scaled upto 54,000 ha in all the district of Tamilnadu by state government with a budget support of Rs. 281.32 Crores.



Exceptional Performance of Brinjal : 500MT/ha in 18 Months Mahindra & Mahindra Trust offered national award with Rs. 2 Lakhs and citation.



2004-05 to 2007-08	:	400 ha (1000 acres) Pilot demonstration
2006-07	:	735 ha (1840 acres) Demo at State Horticultural farms
2006-07	:	560 ha ( 1400 acres) Demo by KVKs in 30 districts
2007-08	:	12800 ha (32000 acres) Scaled up in 30 districts
2008-09	:	9400 ha ( 23500 acres) Scaled up in 30 districts
2008-09	:	1000 ha ( 2500 acres ) Kodaikanal Kavunji special project
2009-10	:	10490ha ( 26225 acres) Scaled up in 30 districts
2010-11	:	12500 ha(31250 acres) Scaled up in 30 districts
2010-11	:	6000 ha (15,000 acres) in 24 districts
Total	:	53885 ha (1,34,712 acres) scaled up in 30 districts
Budget	:	28132.00 lakhs







## MEASURABLE OUTCOME

- 30% Premium Price in the market.



- strikingly uniform produce



- volume by weight is 25% more







## DOUBLED THE PRODUCTIVITY

Enhanced water use efficiency, Nutrient use efficiency, and pesticide use efficiency





## MEASURABLE OUT COMES

Transformed production driven Agriculture into Market driven Agriculture



The state should continue its endeavor of adopting precision farming in major crops, which has resulted not only in increase in productivity but also substantial reduction in the cost of cultivation which ensures higher returns to the farmers....

- Union Planning Commission, 2008



Training on supply chain management to get more price for the produce in the target market.



## MARKET DRIVEN AGRICULTURE

That Tamil Nadu Precision Project Offers very good scope for expansion of minimum @400 ha/district in the entire state to bring about perceptible change in farmers in a short span of two years. It should find a right place in XI plan.



exposure visit to major markets





## THE NEW INDIAN EXPRESS

Appreciations for Doubling the Productivity in the media



## TECHNICAL, ECONOMIC AND SOCIAL EMPOWERMENT



Collectivism in cultivation : collective purchase of input and collective marketing of produce



Sharing the experience in group meeting.



Award and Citation for Highest productivity in Brinjal by Mahindra & Mahindra



Farm leadership award by Mr. Monteksingh Alluwalia



Precision farmer addressing APCs of 32 States



## SURVIVED MANY OPERATIONAL BLUES

1. Two times change of governments
2. Torrential rains for 25 days
3. Extreme drought for 60 days



## PRIME TECHNOLOGIES

Nursery : Physically and Physiologically uniform seedlings contributes for 100% Productive Population which Leads to doubling the productivity.



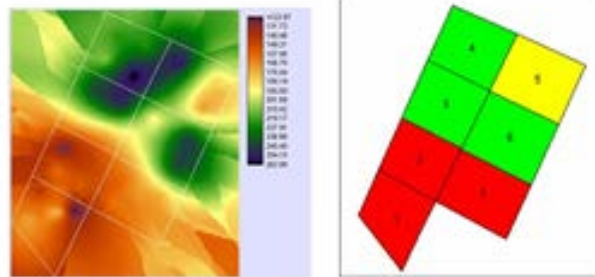
## PRIME TECHNOLOGIES

Chisel Plough which Pierces the Leathery hard layer one meter beneath to allow aeration to soil and Drainage to water.



Remote Sensing and mapping the soil Fertility status to as the existing level of macro and micro nutrients in the soil. And then apply variable rate of nutrients depending upon the critical stages of the crop. This technology ensures continuous flow of nutrients into the plant system for doubling the productivity.

Spatial variability in available N  
Thiru.K.Vadivel ,Periyamittahalli, Beneficiary farmer



Drip and Fertigation Technology ensures optimal ratio of nutrients at every critical crop stages : It ensures moisturisation of soil and 40% higher foraging root mass for better absorption of water and nutrients.



MARKET SUPPORT





## VISITORS TO PROJECT SITE



Dr. K. Arulmozhi, IAS



Sri. Jagmohan Singh Raju, IAS



Mr. G. Santhanam, IAS



Mr. S. Kosalaraman, IAS



Dr. K. Dhanavel, IAS



Sri. Surjith K Chawdhary, IAS



Mr. G. Chandrasekar, IAS



Mr. Mangathram Sharma, IAS



Mr. Ashish Vachani, IAS



Sri. T. Nanthakumar, IAS



Mr. S. Santhosh Babu, IAS



Dr. B. Chandramohan, IAS



Dr. Mangal Rai, Director General ICAR



Dr. C. Ramaswamy  
Vice Chancellor TNAU



Dr. D. Dass, Deputy Director General ICAR



Dr. Peter Howlet and Mr. Ashish Velker  
London School of Economics, UK.



Dr. C. Vijaya Rahavan  
Mc Gill University, Canada



Dr. Richard Bawden and Dr. Jones  
Michigan State University, USA.



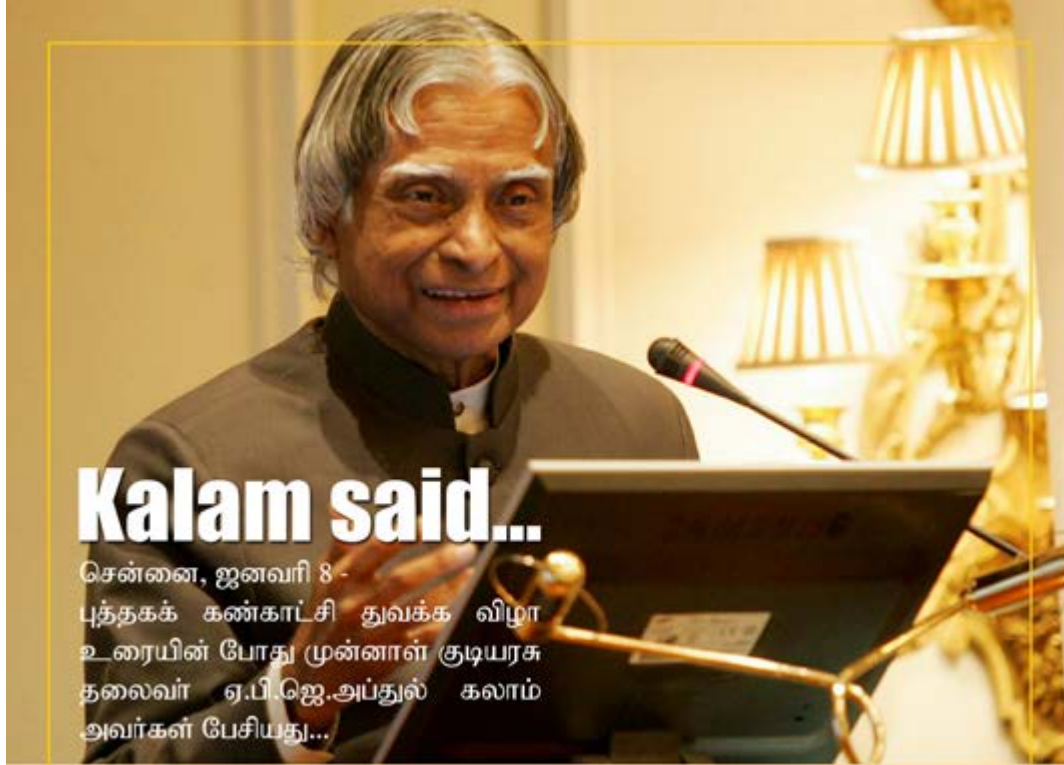
Dr. Pat Hanneman, World Bank



Prof. G. Chithambaram  
Member State Planning Commission, TN.







## Kalam said...

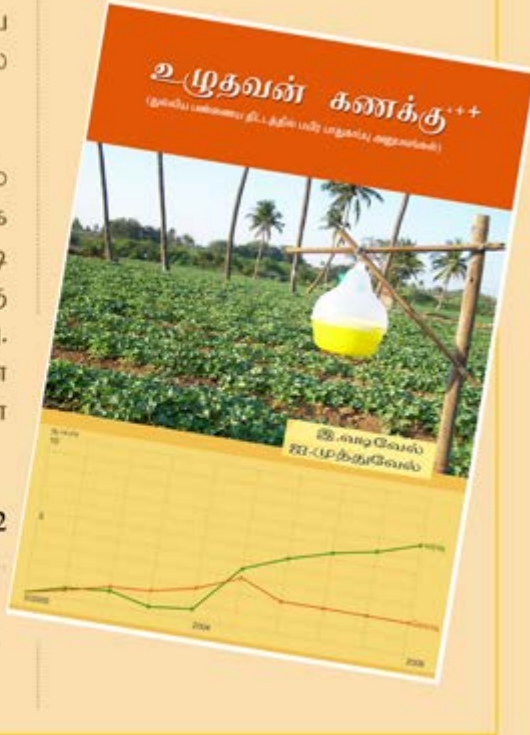
சென்னை, ஜனவரி 8 - புத்தகக் கண்காட்சி துவக்க விழா உரையின் போது முன்னாள் குடியரசு தலைவர் ஏ.பி.ஜெ.அப்துல் கலாம் அவர்கள் பேசியது...

“தமிழ்நாடு வேளாண் பல்கலைக் கழகப் பேராசிரியர் வடிவேல் எழுதிய ‘உழுதவன் கணக்கு’, என்ற நூலை நான் கடந்த வாரம் வாசித்தேன்.

துல்லியப் பண்ணைத் திட்டம் மூலம் குறைந்த செலவில் அதிக விளைச்சல் விளைவிப்பது எப்படி என்பது குறித்து உழுதவன் கணக்கு நூலில் குறிப்பிடப் பட்டுள்ளது. விவசாயிகளும், தொழில் முனைவோரும் இது போன்ற புத்தகங்களை படிப்பது மிகவும் அவசியம்.”

- தினமணி, 08.01.2012

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## VOICE OF THE VILLAGE....

While walking through the Precision fields, this lady was carrying a basket and walking alone on the road : looking up at us, she smiled and told “This Village has Totally Changed”

I enquired “What you meant by that, Grandma”

“The black tube come to the village and every one started minting money from the crops they cultivate, started renovating the homes, purchasing the cars and celebrating the family function with all happiness”.

“Are you cultivating any crop, grandma?”

“No we are christians and we don’t cultivate any crop : I simply observed the developments in the village

The black tube was noting but the drip system of the precision farming project and this village women attribute the quality life of the farmers to drip system and project



# PRESS AND MEDIA

