

## **State-Level Farmers' Day Celebration Coimbatore, Tamil Nadu**

**26 September 2024**

உழுவார் உலகத்தார்க்கு ஆணிசெய்து வாழ்வார், பொழுதாற்றப் பைந்துண்டு வாழ்பு. (*Thirukkural* 1032)

***"The farmer, holding the plough, supports all those who cannot live without him, ensuring they too thrive."***

The event, organized by TNAU, in collaboration with the Department of Agriculture, ICAR, and NABARD, showcased over 300 stalls featuring innovations from KVKs, private firms, and progressive farmers. The exhibits highlighted advancements in organic cultivation, agricultural insurance, crop loans, value-added products, and cutting-edge technology.

Hundreds of farmers actively engaged with experts from various sectors, gaining insights into mechanization, climate-resilient crops, and sustainable farming methods.

Meticulous planning and leadership of Vice Chancellor of TNAU, Dr. V. Geethalakshmi and Director Extension, Dr. P P Murugan, deserve a great appreciation.

The event was graced by the esteemed presence of Hon'ble Minister for Agriculture and Farmers' Welfare ,Dr.Shaik N.Meera Director of ATARI Hyd, Th. M.R.K. Panneerselvam, Hon'ble Minister for Housing and Urban Development Th. S. Muthusamy, Hon'ble Minister for Information and Publicity Th. M.P. Saminathan.

Their speeches emphasized the significance of mechanization, export-oriented growth, and continued governmental support to modernize Tamil Nadu's agriculture.

During the celebration, the prestigious Velan Semmal awards were presented to innovative farmers and entrepreneurs who have made notable contributions to the agricultural sector.

The Krishi Vigyan Kendras (KVKs), playing a key role in disseminating modern technologies, are central to ensuring that farmers benefit from these advancements.

This event reinforced the importance of KVKs in technology adoption and enhancing farmers' resilience to climate challenges, contributing significantly to the modernization of Tamil Nadu's agricultural landscape.

Some Extension stuff!

Cultural Sensitivity

The ability to communicate in the farmers' local language and respect their cultural context is vital for extension success. When extensionists connect with farmers on their terms, they build deeper trust and ensure their messages are well-received.

**Seeing is Believing:** Demonstrations during Farmers Day, serve as a powerful extension tool. By seeing firsthand the benefits of new technologies, farmers are more inclined to adopt them, making this event critical for the dissemination of modern agricultural techniques. Farmer-Centric Approach: Prioritizing the needs and interests of farmers.

**Innovation and Technology:** Encouraging the adoption of cutting-edge agricultural practices.

**Sustainability:** Promoting environmentally responsible farming to ensure food security.

**Community Engagement:** Strengthening collective efforts and fostering a sense of unity among farmers.

