



Report on
FICCI's Naveena Vivasayam 2019 held at Dingidul, Tamil Nadu
From 8-10 August 2019 at Velu Mahal, Dindigul

FICCI Tamil Nadu State Council jointly with Department of Agriculture, Govt of Tamil Nadu organized the 3 days Agri Exhibition cum Conference from 8-10, August 2019 at Dindigul, Tamil Nadu wherein **66 stalls** from leading companies like TAFE Ltd, EID Parry, Hatsun Agro, Kisan Kraft Ltd, Coromandel Fertilizers, Netafim Irrigation India P Ltd, VST Tillers Tractors Ltd, Sri Krishna Tractors, Deutz Fahr India P Ltd, Linga Chemicals along with all other Government departments who had exhibited their new products and technologies. More than **4000 farmers**, FPOs from different districts of Tamil Nadu visited the three days event. The farmers were immensely benefited through the exhibition and product demo which was organized by leading companies at the venue.

FICCI's Naveena Vivasayam 2019 (Modern Agriculture) was inaugurated by the **Chief Guest, Thiru. V. Dakshinamoorthy IAS, Director of Agriculture, Agriculture Department, Govt of Tamil Nadu** who in his inaugural address appreciated FICCI for organizing a very useful Event in Dindigul which is one of heart of Agriculture Districts in Tamil Nadu. He emphasized the need for the farmers to utilize these kinds of events to upgrade themselves in the modern techniques and learn through the seminars and product demos being organized by FICCI. He encouraged the farmers to be more innovative and move to the next level. **FICCI-EY National Knowledge Paper** on "Inclusive Agricultural Development Through Strengthening of FPOs in India" was released by the Chief Guest during the inauguration.

Tmt. M. Vijayalakshmi IAS, District Collector & Magistrate, Dindigul District was the Guest of Honor who spoke about the achievements of the District in Agriculture making Dindigul a thriving district for Vegetables and fruits. She requested the farmers from different districts of Tamil Nadu to visit all the exhibitors and attend the seminars to upgrade themselves which FICCI has painfully put together for the farmers.

Tmt. V. Kavitha Dutt, Chairperson, FICCI Tamil Nadu State Council who proposed the welcome address said, "the focus should be on Agriculture as India is growing to be the most populous country in the world overtaking China, the requirement of food and the challenge to meet this would be enormous."

Mr. T R Kesavan, Chairman – Agriculture Committee FICCI and Co-Chair, FICCI Tamil Nadu State Council who proposed the concluding remarks said that "the prospects for increasing future growth in Agriculture will need to rely on Farmer-Centric approach" However, he said that "the fact cannot be ignored that many of these producer organizations are still facing multiple challenges at different stages of their growth, right from inception and incubation to acceleration and growth. Therefore, there is a need to build an enabling environment which facilitates market players to engage with the FPOs".

Photo Caption from (L to R): **Mr K Srinivasan**, Indo-Israel Agriculture Project, **Joint Director**, Dindigul District, **Mr. S. Karuppanchetty**, EY, **Tmt. V. Kavitha Dutt**, Chairperson, FICCI Tamil Nadu State Council, **Thiru. V. Dakshinamoorthy IAS**, Director of Agriculture, Agriculture Department, Govt of Tamil Nadu, **Tmt. M. Vijayalakshmi IAS**, District Collector & Magistrate, Dindigul District, **Mr. T R Kesavan**, Chairman – Agriculture Committee FICCI and Co-Chair, FICCI Tamil Nadu State Council.