

Honorary Doctorate awarded to TAFE Chairman Mallika Srinivasan for her contribution to global agriculture, machinery business and academia

- First Lady from the Indian Tractor Industry to be conferred the honour
 - Conferred during the 38th convocation ceremony of TNAU



September 09, 2017 | COIMBATORE: Padma Shri Mallika Srinivasan, Chairman and CEO of Tractors and Farm Equipment Limited (TAFE), third-largest tractor and farm-equipment manufacturer in the world, was awarded the Doctor of Science (*Honoris Causa*) by the Tamil Nadu Agricultural University (TNAU) today at Coimbatore. This was awarded in recognition of her contribution to global agriculture, machinery business and academia.

On the occasion of 38th convocation ceremony of Tamil Nadu Agricultural University, Ms. Mallika Srinivasan was awarded the Honoris Causa by the Chancellor of TNAU and Hon. Governor of Tamil Nadu, Sri. Vidyasagar Rao. The ceremony was graced by the presence of Sri. K. Ramasamy - Vice Chancellor of the University, Sri. R. Doraikkannu - Pro Chancellor of TNAU and the Agriculture Minister of Tamil Nadu, and the Chief guest of the ceremony, Dr. C. D. Mayee - President, South Asia Biotechnology Centre along with the Professors and the new graduates of TNAU.

Mallika Srinivasan commenced her career in 1986 at TAFE when it had a turnover of Rs.85 crores and transformed it to an international farm mechanization company with an annual turnover of over Rs. 9600 crores. Under her efficient leadership, TAFE is now the single largest shareholder in the \$8 Billion AGCO Corporation, USA.

On receiving the Doctorate, Mallika Srinivasan, said, "I am immensely privileged to have been chosen to receive the degree of Doctor of Science (*Honoris Causa*) from this prestigious world renowned institute

that has been serving the farming community for over a century. I extend my gratitude and thanks to the Tamil Nadu Agricultural University (TNAU) for bestowing this unique honour on me. This honour will, no doubt, be a great inspiration to me and my team at TAFE, as we continue to serve the farming community both in India and in other developing markets of the world.”

She has played a key role in the development of agriculture across the nation through initiatives that positively impact the lives of farmers. Taking forward the founder’s vision of empowering the Indian farmer, she has led the development of JFarm, TAFE’s adaptive agricultural research and training centre, in Chennai, Tamil Nadu, established in 1964 by her father and TAFE’s first Chairman, Mr. A. Sivasailam. Under her leadership, JFarm has focused on developing an integrated farming model for small and marginal farmers, farm initiatives for soil, water and nutrient management to increase productivity through mechanisation. JFarm also advocates organic farming and its activities in developing a low cost modified hydroponics system have been widely appreciated.

Mallika Srinivasan has transformed agriculture in the Northern parts of India through the setting up of JFarm Rajasthan at Bhawanimandi, Dt. Jhalawar, which replicates the pioneering efforts of JFarm, TamilNadu, helping farmers of Rajasthan and subsequently those from nearby states.

Leading the way in global agriculture Mallika Srinivasan has also encouraged the extension of JFarm’s activities to other developing economies and TAFE is in the process of setting up such facilities aimed at improving farm productivity and sustainable farming, leveraging relevant mechanisation in association with several countries in Africa. It has established partnerships for skill training and development and piloting small farm sustainability programs in Malawi, Tanzania and Rwanda, Burkina Faso and the Ivory Coast and is involved in developing multipurpose farmer centers across the African continent.

An excerpt from the citation read, “TAFE’s JFarm, located at Chennai and Rajasthan, established as a CSR initiative, engages in adaptive research and provides farm extension services, covering a variety of crops, as an advisory service to farmers to enhance yields and promotes among farmers, knowledge of cultivation practices and the latest technological advancements. It is this effort of many decades that has won her acclaim.

The Tamil Nadu Agricultural University takes great pride in placing on record the exceptional achievements of Padma Shri Mallika Srinivasan and takes privilege in honouring her, in recognition of her contribution to global agriculture, machinery business and academia.”

She is one among the Board of Directors of AGCO Corporation, a global farm equipment major in the United States of America, Tata Steel Limited and Tata Global Beverages Limited. A member of the Executive Board of the Indian School of Business, Hyderabad, Ms. Srinivasan has held prestigious board positions at IIT Madras and the Bharathidasan Institute of Management, Trichy.

About TAFE:

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 150,000 tractors; TAFE is one of the leading exporters of tractors from India with a turnover in excess of INR 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. Apart from India, its products have found excellent acceptance in over 100 countries across the world, including developed countries in Europe and the Americas. Besides tractors and farm machinery, TAFE manufactures diesel engines, silent gensets, batteries, hydraulic pumps and cylinders, gears and transmission components, and has business interest in vehicle franchises and plantations.

TAFE is committed to the Total Quality Movement (TQM) 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, etc. to name a few.