



# भारतीय कृषि अनुसंधान परिषद

## Indian Council of Agricultural Research

(Ministry of Agriculture and Farmers Welfare)



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### ICAR-IISWC signs MoU with Tara Blooms Private Limited

13<sup>th</sup> January 2023, Dehradun

The ICAR-Indian Institute of Soil and Water Conservation, Dehradun has signed an MoU with Tara Blooms Private Limited, Coimbatore today. The aim of the MoU is to promote the spread of scientific and technological information and knowledge products developed and available with the institute to a large number of farmers and other stakeholders.

Dr. M Madhu, Director, ICAR-IISWC and Shri Asif Riaz, General Manager, Tara Blooms Private Limited, Coimbatore signed the MoU on behalf their respective organizations



Dr. Madhu said the MoU is in line with the ongoing interests of the Public-Private-Partnership (PPP) of the Government of India in mobilizing the resources and opportunities for the benefit of agriculture, farmers, and farming stakeholders. The institute would share all the knowledge products that are available for the public with open access with the social portal, NamFarmers.com of Tara Blooms Private Limited for the wider reach and extensive adoption of agricultural and NRM technologies across the country, he added. Dr. Madhu stressed that national and international level collaborative programs and engagements for enhanced outreach, and awareness of technological outcomes and success stories would be aimed through this MoU.

Shri Baalamurali Govindan, Managing Partner of Tara Blooms Private Limited messaged that the Firm has a conglomeration of both IT and agriculture core teams to facilitate the percolation of IT and communication technological inputs in the spared of agriculture knowledge and products.

Shri Asif Riaz informed that a dedicated page along with all access provisions will be provided on the official portal, NamFarmers.com for the exclusive use of IISWC and its Research Centers located in 8 other locations, Agra, Bellary, Chandigarh, Datia, Koraput, Kota, Udhagamandalam, and Vasad, in the Country.

The potential areas of collaboration include training, awareness creation, capacity building, experience sharing and knowledge management in the domain of agriculture development and natural resource-based sustainable livelihood promotion. The technological details and success stories including short-films, videos, and technological exhibits and depictions generated by the ICAR-IISWC will be aired through the Channel of the NamFarmers.com besides the existing online channels of the Institute including Institute website (www.cswcrti.org) and Facebook page for effective outreach and mass awareness on useful and evidence-based information to the diverse target groups and stakeholders.

(Source: ICAR-Indian Institute of Soil and Water Conservation, Dehradun)