

**Dr. E. Vadivel**

**Farming Leadership Award  
2009**

Dr. E. Vadivel, Professor of Horticulture at Tamil Nadu Agricultural University and Nodal Officer of Tamil Nadu Precision Farming Project, has empowered the farming community technically, economically and socially through the implementation of the pioneering project on precision farming, the first of its kind in India at Dharmapuri District in Tamil Nadu. The technical inputs, information and market linkages provided by the university, under the guidance of Dr. Vadivel, the entrepreneurial professor, empowered the farmers to gain better access to the technology and market; applying less inputs and getting better yields and better prices. Under his guidance, the farmers empowered themselves to the status of incorporating a Public Limited Producer Company. The company has realized break even in a short period of two and half years, which has inspired them now to incorporate a 'Farmer Owned Mega Market Company Ltd'. The Union Planning Commission noted the success of the project and accepted it as flagship project to be scaled up across the country. More than technology, inputs and procedural issues, the way the farmers have been developed as 'social capital' by Dr. Vadivel, was the single factor for the success of this project.

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# CULTURE LEADERSHIP AWARDS

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DR. MONTEK S...

DR. RAJIV SAHAR