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To
The Editor,
Sir,

Date: 14.01.2026

I request that the following message may kindly be published in your esteemed daily:

TNAU celebrated Samathuva Pongal Festival

Nammazhvar Organic Farming Research Center located in Tamil Nadu Agricultural University celebrated Samathuva Pongal with farmers across Tamil Nadu who participated with enthusiasm. Dr.Kalarani, Director, Crop Management in her address eulogised the sprit of farmers in participation and urged them to keep the morale of celebrating Pongal Festival.

Dr. K. Subrahmanyam, Acting Vice-Chancellor, in his address stressed two important things which the farmers need to keep in mind. One is soil health for which the farmers should resort to green manure cultivation before main crop. He reminded of the Tamil Nadu Government's flagship scheme of Mannuyir Kaathu Mannuyir Kappom which mean feed the soil which will feed the people. Second is the market and he urged the farmers to keep an eye on market for which collectivisation is very important. Hence the farmers need to operationalise the value chain of Agricultural commodities, he emphasized. Further, he accentuated that the farmers in this Samathuva Pongal festival should take a resolve to at least change a small part of their land into non chemical farming for safeguarding the environment besides saving huge subsidy burden for the country. The farmer Mr. Jeyakumar from Thiruvavarur said that such gestures of inviting farmers will go a long way in strengthening the relationship of farmers with research stations which was endorsed by Mr. Vijayan an Organic farmer from Thondamuthur. Dr.P.Murali Arthanari, Head of the Centre, appealed to the farmers to get in touch with the centre for furthering the cause of environment friendly farming culture. This programme was organised and coordinated by the scientists and staff members of Nammazhvar Organic Farming Research Centre, TNAU, Coimbatore. Dr.M.Ramasubramanian, Professor (Agricultural Extension), proposed vote of thanks.

Public Relations Officer