

17 September, 2019
IFFCO

IFFCO kick starts one of India's largest nationwide tree plantation campaign

Over 7 lakh trees planted across India

17th September, 2019, New Delhi: On the occasion of 69th birthday of PM Narendra Modi The Indian Farmers Fertiliser Cooperative Ltd., one of India's largest cooperatives kick started a nationwide tree plantation campaign. IFFCO has initiated a nationwide tree plantation campaign to mark the 69th birthday of PM Narendra Modi. The campaign is being implemented in tandem with Kisan Vikas Kendras across India. All state offices of IFFCO actively participated in this event and planted close to 7 lakh trees, a record by many measures to plant these many trees in a single day by an organisation across India.

The inaugural event of this campaign was held in Muraina, Madhya Pradesh in the presence of Mr. N.S Tomar, Hon'ble Union Minister of Agriculture & Farmers Welfare and Minister of Rural Development. The campaign was done in tandem with Kisan Vikas Kendras across India. All state offices of IFFCO actively participated in this event and planted close to 7 lakh trees, a record by many measures to plant these many trees in a single day by an organisation across India.

The chief guest of the event, Mr. Tomar lauded this effort of IFFCO and termed this campaign as herculean yet noble and went on to appreciate various efforts that IFFCO is undertaking towards the development of the Indian farmer.

Speaking to the farmers at the event, Dr. U.S Awasthi, Managing Director, IFFCO said, "The neem plantation drive of IFFCO has been going on for several years and we have planted close to 10 lakh neem trees across India. This campaign is to give further impetus to this tree-plantation drive by IFFCO." He went on to say that, "It's a small step in making the dream of the Hon'ble PM to double the income of the Indian farmers by the year 2020 and will also contribute to the conservation of the environment. This is IFFCO's gift to the nation to commemorate the 69th birthday of Hon'ble PM Narendra Modi."

The conservation of the environment has always been the priority for IFFCO. Apart from tree plantation drive, IFFCO is engaged in several afforestation and wasteland development efforts across the country. The trees distributed at the campaign were a mix of fruit trees and neem trees which will not only help in increasing green cover but can also be a passive source of income for the farmer. Apart from this IFFCO has introduced a new line of fertilisers that have a minimal environment footprint and help address micronutrient deficiencies and also help to conserve water.

About IFFCO

IFFCO is one of the world's largest cooperative societies and is wholly owned by Indian cooperatives. Founded in 1967 with just 57 cooperatives, today it is an amalgamation of over 36,000 cooperatives, with diversified business interests ranging from general insurance to rural telecom.