

## **Mahindra Samridhhi India Agri Awards 2019 recognises the true Heroes of Agriculture & Farming**

*Emerging*

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- Mahindra recognizes farmers and agri institutions at the 9th Samridhhi India Agri Awards (MSIAA) 2019 for their contribution to farm productivity and rural prosperity
- Reinforces commitment to Farming 3.0, defined by Innovation and Technology that will make farming progressive and sustainable
- Highlights initiatives related to upliftment of farming communities through Mahindra Agri Village (MAV) and empowerment of women farmers through Prerna initiatives

**New Delhi, March 19, 2019** : Mahindra & Mahindra's Farm Equipment Sector, India's leading tractor manufacturer and a part of the USD 20.7 billion Mahindra Group, today announced the winners of the Mahindra Samridhhi India Agri Awards (MSIAA) 2019. Instituted in 2011, the Mahindra Samridhhi India Agri Awards are bestowed upon farmers and institutions to recognize their noteworthy and purposeful contributions in the field of agriculture, the backbone of the Indian economy.

**The Honourable Chief Executive Officer for NITI Aayog, Shri Amitabh Kant, was the Chief Guest at the awards ceremony. Shri Sanjay Agarwal, Secretary, Department of Agriculture, Cooperation and Farmers Welfare, Government of India was also present at the awards ceremony.**

At the awards, Mahindra reinforced its commitment to Farming 3.0, the new age in agriculture defined by Innovation and Technology. Launched in 2017, Farming 3.0 is based on advanced farming techniques and leverages synergies of various agricultural stakeholders for a concerted effort in driving farm tech prosperity. The key components of Farming 3.0 include ***Smart Farm Machinery, Precision Farming, Digital Platforms, Custom Hiring services and a Connect with the Ecosystem.***

**The Mahindra Samridhi Krishi Shiromani Samman (Lifetime Achievement Award) 2019 was conferred upon Dr. E A Siddiq for his immense contribution to Indian agriculture. The award was handed over to recognise his contribution of enhancing productivity of paddy (Both Basmati & Non Basmati).**

According to **Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra Ltd**, "The contribution made by our farming community is a manifestation of this new age of farming which we celebrate through our annual awards. As part of Mahindra Agri Village (MAV) program, we have worked closely with more than 50 villages. Our Prerna initiative has empowered nearly 2000 women farmers over 40 villages, through the introduction of gender-neutral farm tools for reducing farm drudgery, and dissemination of knowledge and essential capabilities. We believe that these interventions are transformative and will provide the necessary impetus for Farming 3.0 to flourish and drive farm tech prosperity in the country".

Several Mahindra dealerships have been transformed into Samridhi Centres offering the farmer easy access to technological know-how, hybrid seeds, soil and irrigation water testing facilities, demo farms, finance and insurance, internet updates, apart from sales and service of tractors and advanced implements

## **Mahindra Samriddhi India Agri Awards 2019 Details:**

MSIAA 2019 received 63,758 nominations from the farmer / non-farmer category across the country in comparison with 62,916 which were received last year. Till date, more than 3.8 lakh farmers have participated in the awards.

### **Cash Prizes:**

- National Level Cash Prizes (for individuals and institutes): Rs. 2,11,000/-
- Regional Level Cash Prizes (for individuals): Rs. 51,000
- Runner up Cash Prize (for institutes): Rs. 1,11,000
- Krishi Shiromani Samman: Rs.5,00,000

### **National Winners of the Mahindra Samriddhi India Agri leadership awards 2019 are as follows:**

<b>Mahindra Samriddhi Krishi Samrat Samman</b> A) Land holding Less than 5 acres Farmer of the Year Award (Male)	<b>Kishan Suman Sugana Bai</b> <i>Kota – Rajasthan</i>
<b>Mahindra Samriddhi Krishi Samrat Samman</b> B) Land holding from 5 to 20 acres Farmer of the Year Award (Male)	<b>Milan Singh Vishwkarma</b> <i>Mahasumdra – Chhattisgarh</i>
<b>Mahindra Samriddhi Krishi Samrat Samman</b> C) Land holding from Above 20 acres Farmer of the Year Award (Male)	<b>Jitendra Patidar</b> <i>Ratlam – Madhya Pradesh</i>

**Mahindra Samriddhi Krishi  
Prerna Samman**  
- Farmer of the Year Award  
(Female)

**Talchuangnang Halam**  
*North Tripura – Tripura*

**Mahindra Samriddhi Krishi Yuva  
Samman**  
- Farmer of the Year Award  
(Youth)

**Anima Majumdar Sankar**  
*U. Dinajpur – West Bengal*

**Mahindra Samriddhi Krishi  
Yantrikaran Samman**

**Roshan Lal Vishvakarma**  
*Narsinghpur – Madhya  
Pradesh*

**Mahindra Samriddhi Krishi  
Sansthan Samman**  
- Recognition for Public Sector  
organization

**ICAR – Indian Institute of  
Horticulture Research**  
*Bengaluru – Karnataka*

**Mahindra Samriddhi Krishi  
Shiksha Samman**  
- Recognition for Agricultural  
Universities

**Tamil Nadu Agricultural  
University**  
*Coimbatore –Tamil Nadu*

**Mahindra Samriddhi Krishi  
Sahyog Samman**  
- Recognition for NGOs / SHGs

**Bhumgadi Mahila Krishak  
Producer Co. Ltd.**  
*Bastar – Chhattisgarh*

**Mahindra Samriddhi Krishi  
Vigyan Kendra Samman**  
- Recognition for KVK of the year

**Krishi Vigyan Kendra-  
RASS**  
*Chittoor – Andhra Pradesh*

**Mahindra Samriddhi Krishi  
Shiromani Samman**  
- Lifetime Achievement Award

**Dr. E A Siddiq**  
*Hyderabad – Telangana*

**About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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