



Director of Research NAU <dr@nau.in>

Fwd: Mahindra Samriddhi India Agri Awards 2017

1 message

Vice-Chancellor Nau <vc@nau.in>

Mon, Oct 24, 2016 at 2:36 PM

To: dr <dr@nau.in>, Directorate of extension education NAU <dee@nau.in>, Registrar <Registrar@nau.in>

Sir,

As directed by the Hon. Vice-Chancellor, I am forwarding herewith a mail dated 22nd October, 2016 which is received from Shri Shyam Vembar, Executive Vice-President (Agribusiness), regarding Mahindra Samriddhi India Agri Awards 2017 for your perusal and needful action at your end.

Yours sincerely,

(K.V.Chandran)
P.S. to Vice-Chancellor

----- Forwarded message -----

From: <VEMBAR.SHYAMSUNDAR@mahindra.com>

Date: Sat, Oct 22, 2016 at 11:30 AM

Subject: Mahindra Samriddhi India Agri Awards 2017

To: vc@nau.in

Cc: roy.gj@mahindra.com, KUMAR.SHAVINDER@mahindra.com, Rathore.R.K@mahindra.com, SATASIYA.MANOJ@mahindra.com, PATIL.SANGRAMSINH@mahindra.com, PATIL.ASHWINI@mahindra.com, NEMAN.AAKASH@mahindra.com

Dear Sir,

Greetings!

Mahindra Farm Equipment Sector is moving steadily on its journey to enlarge the promise of Brand Mahindra beyond tractors into the larger Agri space. Our vision is to establish the brand as a leading player in Indian agriculture and deliver "Farm Tech Prosperity" (Farming Technology for Prosperity) through **Mahindra Samriddhi**. We thank you and your institution for all the support you have been extending in this journey to enable the farming community to **Rise**.

Mahindra Samriddhi offers 'one-stop shop' solution catering to the complete agri-needs of farmers through Samriddhi Centers. The Samriddhi Centers have been created by transforming tractor dealerships, agri-input distributors, Farmer Producer Organizations and agri-related NGOs. These Samriddhi Centers offer Innovative Farming Technology (IFT) to the farming community through different means like Soil & Irrigation Water Testing, Agri Counseling, Result & Method Demonstration, Agri Institution Visits, Toll Free Helpline, Tech Interface, Farmer's Library and more. The dissemination of IFT is supported by providing Quality Agri Inputs, Custom hiring of Tractor & Farm Implements, Micro Irrigation Products & forward linkage solutions as well. Today, we have over 309 touch points across India.

Moving forward, to inspire adoption and implement IFT's, we instituted **Mahindra Samriddhi India Agri Awards**

(MSIAA). MSIAA is a platform to recognize & reward the contributions of Farmers and Agri Institutions towards the development of Indian Agriculture. The Mahindra Samriddhi India Agri Awards have been organized for past six years since 2011 at Hotel Ashoka, New Delhi and were graced by the presence of Sh. Sharad Pawar, Sh. Tariq Anwar & Sh. Radha Mohan Singh as the Chief Guests.

Enclosed herewith is the snapshot of the last six Mahindra Samriddhi India Agri Awards.

In the seventh year of this notable event, the Mahindra Samriddhi India Agri Awards are being presented in the following eight categories: -

1. **Mahindra Samriddhi Krishak Samrat Samman (Male Farmer of the Year) 2017**
2. **Mahindra Samriddhi Krishi Prerna Samman (Lady Farmer of the Year) 2017**
3. **Mahindra Samriddhi Krishi Yuva Samman (Young Farmer of the Year) 2017**
4. **Mahindra Samriddhi Krishi Sansthan Samman 2017**– Honoring Public Sector Organizations (PSO) committed to the development of IFT or furthering broad policy on agriculture
5. **Mahindra Samriddhi Krishi Shiksha Samman 2017** – Honoring Agriculture Universities which have made a noteworthy contribution in the field of agriculture by developing & disseminating IFT
6. **Mahindra Samriddhi Krishi Vigyan Kendra Samman 2017** - Honoring Krishi Vigyan Kendras who have made noteworthy contributions in the field of agriculture by disseminating IFT
7. **Mahindra Samriddhi Krishi Sahyog Samman 2017**– Honoring NGOs/SHGs working towards impactful contributions in the field of agriculture
8. **Mahindra Samriddhi Krishi Shiromani Samman 2017**– Recognition for lifetime achievements in the field of agriculture; presented to a renowned personality in the agri space whose contribution is recognized at national and international levels.

It would be a privilege for us to work together to honor these change agents of Indian Agriculture through **Mahindra Samriddhi India Agri Awards 2017**, and strengthen the partnership between our organizations.

Dr. Shavinder Kumar (kumar.shavinder@mahindra.com) from our team will get in touch with you shortly to discuss the details of this endeavor.

I also request you to block your calendar for the evening of Wednesday 1st February, 2017 for this event at New Delhi. I truly look forward to having you there with us.

Best Regards,

Shyam Vembar

Executive Vice President – Agribusiness

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Samriddhi
INDIA
AGRI 
AWARDS
2017



Mahindra Samridhi India Agri Awards 2016 03rd March 2016 – Hotel Ashoka, New Delhi



Winners of Mahindra Samridhi India Agri Awards 2016



Mahindra Samriddhi India Agri Awards 2015

24thFeb'15 –Hotel Ashoka, New Delhi



Winners of Mahindra Samriddhi India Agri Awards 2015



Mahindra Samridhi India Agri Awards 2014

24th Feb'14 – Hotel Ashoka, New Delhi



Winners of Mahindra Samridhi India Agri Awards 2014



Mahindra Samridhi India Agri Awards 2013

21st Feb'13 – Hotel Ashoka, New Delhi



Mr. Tareeq Anwar (Ex Minister of State for Agriculture) with Winners of KrishiPrerna Samman



Mahindra Samridhi India Agri Awards 2013
21stFeb'13 –HotelAshoka,New Delhi



Winners of KrishiSiksha Samman {AUs}
Runner Up: –Anand Agricultural University, Anand
National Award: University of Agricultural Sciences, Dharwad

Mahindra Samridhhi India Agri Awards
2013 21st Feb '13 – Hotel Ashoka, New Delhi



Mr. S.K Goel, Commissioner, Cooperation & Registrar Cooperative Societies, Maharashtra & Dr. K L Chadda, Eminent AgriScientist – Panelists at Farmer Panchayat Session

Mahindra Samridhi India Agri Awards 2012

21st Feb'12 – Hotel Ashoka, New Delhi



Winners of Krishi YuvaSamman with Hon'ble Ex Agriculture Minister Mr. Sharad Pawar



Mahindra Samridhi India Agri Awards 2012

21st Feb'12 –Hotel Ashoka,New Delhi



Winners of KrishiSansthanSamman {PSOs}

Runner Up:VivekanandParvatiyaKrishiAnushandhanSansthan

National Award:National Research Centre on Plant Biotechnology, PUSA

Look forward to receive you at MSIAA 2017

