

**CONSULTATIVE MEETING
ORGANIZED BY
TAMIL NADU NEWSPRINT & PAPERS LIMITED, KARUR
IN COLLABORATION WITH
ICFRE-INSTITUTE OF FOREST GENETICS AND TREE BREEDING,
COIMBATORE**

Tamil Nadu Newsprint & Papers Limited (TNPL), Karur organized a consultative meeting with ICFRE-Institute of Forest Genetics and Tree Breeding, Coimbatore on 26.06.2024 at Jeyankondam, Ariyalur district for popularization of Eucalyptus cultivation and TreeGenie App among the farmers.

This consultative meeting aims at popularizing Eucalyptus cultivation in dry lands for higher economic returns and TreeGenie App, connecting farmers directly with the scientists. TNPL officials welcomed the Scientists from ICFRE-IFGTB; DFO, Ariyalur and Regional Manager, TAF CORN, Viruthalachalam region.

In the technical session, Dr. V. Sivakumar, Scientist-G, ICFRE-IFGTB, delivered a detailed presentation on Eucalyptus cultivation in dry land. His presentation includes land selection, field preparation, soil specific Eucalyptus clones, planting techniques, management practices like, weeding, watering, fertilizer application, etc. The speaker touched upon yield and economics from Eucalyptus cultivation.

Dr. S. Saravanan, Scientist-F, ICFRE-IFGTB, delivered a lecture on TreeGenie App. He elaborated that, TreeGenie will bring all the stakeholders *viz.*, research institutes, wood based industries, SFD, farmers and nurseries in one common platform for sharing the information on tree cultivation. He briefed about the features of TreeGenie App *viz.*, Advisories, My Farm, Yield Calculator, FAQ, RAQ, Ask Expert, videos, etc.

After the technical session, interactive session was arranged with experts from ICFRE-IFGTB, SFD and TNPL to clear the general doubts on Eucalyptus cultivation, use of TreeGenie App, marketing, etc.

During the programme, about 425 farmers were participated.

Meeting ends with vote of thanks by Shri. G. Ravi, AGM, TNPL.







