

# REPORT ON STAKEHOLDERS WORKSHOP 2021

## Developing & Popularizing Digital Interactive Platform for Tree Growers & other Stakeholders of Tamil Nadu

Institute of Forest Genetics & Tree Breeding (IFGTB), Coimbatore

ICFRE's vision document 2030 prioritizes the use of information technology for transferring research findings from lab to various end users. In line with ICFRE's vision, IFGTB is currently executing a extension outreach project ICFRE-NFRP-181-*“Developing and Popularizing Digital interactive platform for Tree Growers and Other Stakeholders of Tamil Nadu”*. This project envisages on creating a digital platform consisting of mobile applications, web portal, SMS communication systems for tree growers, quality planting material suppliers, industries, research institutions and state forest departments to integrate information flow on research and markets for the benefit of tree growers. To elicit inputs and suggestions of the various stakeholders in improvising the features of the digital platform & to fine tune the technical strategy of the project, a one day Stakeholders workshop on the theme *“Developing & Popularizing Digital Interactive Platform for Tree Growers & other Stakeholders of Tamil Nadu”* was organized on 26<sup>th</sup> March 2021 at IFGTB, Coimbatore.

The workshop was held in offline & online (CISCO Webex) mode for larger participation of the stakeholders. The program was also live streamed on social media platform to elicit larger participation and viewership of all stakeholders. The stakeholders workshop served as an integration platform for State Forest Departments, Tree Growers, Scientists, research institutions, nursery growers and wood based industry to equip the tree growers with the information. State Forest Departments of Kerala, Tamil Nadu and Andaman & Nicobar Island, Industrial partner's viz., Tamil Nadu Newsprint & Papers Limited (TNPL), Sharon Plywood Limited, Seshasayee Paper Board & Andhra Paper Limited Rajahmundry, ICAR viz., Central Agroforestry Research Institute, Jhansi, KVK MYRADA, Gobichettipalayam & KVK Scientists, the firm M/s. Kultivate India Software Pvt. Ltd, Coimbatore and IFGTB contributed their technical inputs on establishing an ICT platform.

In the inaugural session; Shri. S. Senthil Kumar, IFS, CCF & GCR, IFGTB welcomed the guests and the gathering. Shri. Rajesh Gopalan, IFS, CCF & Workshop Co-ordinator presented the significance of the workshop through a lead presentation on **“Digital Interactive Platform – Need Assessment & Prospects”** and also gave a broad outline of programme, its objective and expected outcome of the project for the tree growers and other stakeholders.

Shri. A. S. Rawat, IFS, Director General, ICFRE graced the occasion and delivered his key note address in the inaugural session. He also released the documentary film of IFGTB titled **“Walking tall with trees”** and the YouTube Channel of IFGTB on the occasion. The film was live streamed in the IFGTB's YouTube Channel. Shri. Sugato Dutt, IFS, CEO TNCAMPA & PCCF (Social Forestry & Extension), Tamil Nadu Forest Department delivered his special address in the workshop. Dr. A. Arunachalam, Director, IAR-Central Agro forestry Research Institute, Jhansi, Shri. Sujit Dey, Vice

President, Century Plyboards (India), Kolkatta, Shri. Pramod G Krishnan, IFS, CCF (Research), Kerala Forest Dept, spoke on the occasion. Dr. C. Kunhikannan, Director IFGTB presided over the inaugural session of the Stakeholders Workshop.

In the technical session Dr. Gowthaman Ramaswamy, Founder & CEO of M/s. Kultivate India Software Pvt. Ltd Coimbatore delivered a presentation on the theme “**Beneficiary driven design consultation for Digital Platform**”. As part of the technical session, an exclusive consultation and feedback sessions was also organized. The delegates included President & Secretary, Tree Growers Association, Coimbatore, Shri. Trinath Kumar, IFS, CCF (Research), Andaman & Nicobar Islands, Shri. A. Periyasamy, IFS, CF, Salem, Shri. T. Kannan, ACF, Salem, Shri. K. N. Mishra, Manager, Andhra Paper Limited, Rajahmundry, Dr. R.H. Rizvi, Ex Principal Scientist ICAR – Central Agro forestry Research Institute, Jhansi & Dr. P. Alagesan, Program Co-ordinator, KVK MYRADA, Gobichettipalayam. Nearly 114 participants both offline and online participated for sharing their thoughts on the digital platform. The feedback received will be analyzed for incorporation in the design process of the platform.

Dr. C. Kunhikannan, Director, IFGTB **released a brochure on Tree Growers Mela** in the workshop. The workshop was live streamed in **YouTube** & the entire proceedings of inaugural and technical sessions may be accessed in the video form through the links <https://youtu.be/5rGb9sKAHBM> & <https://youtu.be/5rGb9sKAHBM> respectively.

**As a side event to the workshop, an MoU was signed between IFGTB & ICAR KVK MYRADA, Gobichettipalayam, Erode for establishment of new Van Vigyan Kendra (VVK) at Arepalayam station of ICAR-KVK MYRADA, Gobichettipalayam in Erode district of Tamil Nadu.** Arepalayam center will act as hub of the new VVK while the stations of Talamalai and Thalavadi will act as satellite centers for field trials/models and experimental plots. Shri. Arvind G Risbud, Executive Director, MYRADA spoke on the occasion and Dr. Sudhir Kumar, Deputy Director General (Extension) ICFRE gave the valedictory address of the workshop.

**For details watch the following links of the workshop.**

IFGTB YouTube CHANNEL

• <https://youtube.com/c/IFGTBCoimbatore>

Documentary film of IFGTB  
"Walking tall with Trees"

• <https://www.youtube.com/watch?v=9A7O5FFnC7U>



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26th March, 2021

ICFRE-IFGTB-NFRP-121

"Developing and Popularizing Digital Interactive Platform for Tree Growers & Other Stakeholders of Tamil Nadu"





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