

# REPORT ON STAKEHOLDERS WORKSHOP 2022 LAUNCHING OF “TREE GENIE” MOBILE APPLICATION (Android) & WEB PORTAL

## 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 the lab to various end-users. In line with ICFRE’s vision, IFGTB is currently executing an 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. As a part of the above initiative, IFGTB hosted a Stakeholder Workshop on the theme “Developing & Popularizing Digital Interactive Platform for Tree Growers of Tamil Nadu” on 26.03.2021. The inputs received from various stakeholders viz; State Forest Departments, research institutions, wood-based industries, quality planting material growers & tree Growers on the features were incorporated in the development of the digital platform. The digital platform comprises a mobile App (Android & iOS) and a web portal integrating all stakeholders. Among the deliverables as outlined in the project, the mobile application (Android) & Web Portal were in readiness for launching. In this regard, a **Stakeholder workshop and launching of the “Tree Genie” Mobile Application (Android) & Web Portal was organized on 20<sup>th</sup> January 2022 at IFGTB, Coimbatore.**

The workshop was held in offline & online (CISCO Webex) mode & was also live-streamed on the social media platform. 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, Forest Extension Officers, Industrial partner’s viz., Tamil Nadu Newsprint & Papers Limited (TNPL), *Pasumai Vikatan* - Agri journal, the firm M/s. Kultivate India Software Pvt.Ltd, Coimbatore and IFGTB contributed their technical inputs.

In the inaugural session; Dr. R.Yasodha, Scientist- G & Group Co-ordinator Research, IFGTB welcomed the guests and the gathering. Shri. Rajesh Gopalan, IFS, CCF & Project Investigator presented the significance of the workshop through a lead

presentation on “*Digital Interactive Platform - Prospects&Opportunities*” and also gave a broad outline of the program, 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 keynote address in the inaugural session. He also released the “*Tree Genie*” Mobile Application (Android) & Web Portal on the occasion. Shri. K.K.Kaushal, IFS, APCCF (Social Forestry & Extension), Tamil Nadu Forest Department delivered his special address in the workshop. Dr. Sudhir Kumar, Deputy Director General, Extension, ICFRE, Dr. M. Jawaharlal, Director, Extension Education, TNAU, Coimbatore, Dr. R. Seenivasan, General Manager (Plantations), TNPL, Karur, given their opening remarks on the occasion. Dr. C. Kuhnikannan, 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 functionalities in Tree Genie Application*”. As part of the technical session, an exclusive consultation and feedback session were also organized. The delegates included Secretary, Tree Growers Association, Coimbatore, Dr. C. Sekar, Professor (Retd.), Agricultural Economics, TNAU, Shri. Pon Senthilkumar, Chief Editor, Pasumai Vikatan, Dr. Geeta Joshi, ADG (Media & Extension), ICFRE. A total of 93 participants both online (64) & offline (29) participated and shared their thoughts on the digital platform.

Dr. R. Yasodha, Scientist- G & Group Co-ordinator Research ***released the proceedings of the Stakeholders Workshop 2021 under the NFRP-181 project during 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 link <https://youtu.be/FzVnhDWM7zM>.

Among the deliverables identified in the project, Mobile Application (Android), Web Portal, launch short video (1.18 min) & long video (explainer - 6.36 min) was released during the workshop. The videos are made available in IFGTB YouTube Channel & the application is live in the Play Store

***As a side event to the workshop, an MoU was signed between IFGTB & Tamil Nadu Newsprint & Papers Limited (TNPL), Karur for launching the IFGTB- TNPL collaborative project on “Sustainable Pulpwood Production”.***

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

Program link  
IFGTB YouTube CHANNEL

- <https://youtu.be/FzVnhDWM7zM>.

Tree Genie (Android)

- Download in PlayStore in the name " TreeGenie"

(Director, IFGTB)





