



## WORKSHOP REPORT ON

### 'TreeGenie' - A DIGITAL INTERACTIVE PLATFORM

04.04.2024

#### ICFRE -Institute of Forest Genetics & Tree Breeding (ICFRE-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, ICFRE-IFGTB executed an extension outreach digital interactive platform "TreeGenie", which envisaged on creating a digital platform consisting of mobile application connecting all the stakeholders viz., research institutions, state forest department, quality planting material producers and wood based industries in one common platform. To popularize the "TreeGenie" and to elicit inputs and suggestions in improvising the features of the digital platform, a one day workshop on the theme "TreeGenie - Digital Interactive platform" for Tamil Nadu Forest Department (TNFD) officials was organized on 04<sup>th</sup> April 2024 at ICFRE -IFGTB, Coimbatore.

The training was sponsored by Tamil Nadu Biodiversity Conservation and Greening Project for Climate Change Response (TBGPCCR).

Thirty officials viz., Assistant Conservator of Forests, & Forest Range Officers from Forestry Extension Centers from 21 districts of Tamil Nadu, were participated in the workshop. The Course was designed for promotion of Tree Cultivation activities in Tamil Nadu and also to help the officials to keep abreast of the latest developments and changes in Information and Communication technologies. The workshop included the features of TreeGenie Mobile App, its scope and utility, Familiarization of TreeGenie App and Hands of training.

In the inaugural session, Dr. S. Saravanan, Head, Extension, ICFRE-IFGTB welcomed the guests and the gathering. He elaborated the significance of the workshop, its objective and need Assessment & prospects. Shri. V. Thirunavukarasu, IFS, APCCF & Principal, CASFOS inaugurated the program.

Dr. C. Kunhikannan, Director, ICFRE -IFGTB during his address emphasized Apps for tree cultivation act as an information enabler and to ease of tree cultivation under Trees outside Forest. He also added that this application explores a futuristic strategy to bring about changes in approach towards tree cultivation. He informed the participants that, this App, directly linking farmers with scientists.

Shri. V .Thirunavukarasu, IFS, APCCF & Principal, CASFOS, during his inaugural address highlighted that Forestry extension is an important branch for expansion of forest resources, so that dissemination of information on availability of QPM, tree cultivation techniques for higher productivity and profitability to the farmers/ tree growers become very fast. Information & Communication Technology has an important role in disseminating the latest tree cultivation techniques including market intelligence to various end users. Also, he added that, it is the time and need to change from conventional extension strategies to technology based extension strategies which helps in reaching the results to many end users within short time. He advised the participants to make use of this digital interactive platform to support timely delivery of targeted information and services to make tree farming profitable. The chief guest released TreeGenie User Manual during the workshop and was distributed to the participants. The inaugural session was ended with the vote of thanks by Shri. G. R. Madhavaraj, IFS, DCF, Extension division.

In the technical session, Shri. P. Chandrasekaran, Chief Technical Officer, Extension division delivered the scope of 'TreeGenie - Digital Platform' wherein he highlighted the general & specific information about the app, stakeholder specific contents, relevant information of planting material availability location wise, package of practices developed by the research institutes, etc., also providing informative media, relevant links, industry updates, news, Govt. & Forest department schemes. Also, he explained about 'Ask Expert' component wherein, the farmers and others who downloaded the App, can send their technical doubts through text, voice message and by images to the individual subject expert or to admin. He also explained about how to use the directory of stakeholders, FAQs, RAQ, etc.

Shri. B. Guruprasad, CEO of M/s.Kultivate India Pvt Ltd, Coimbatore, conducted the live demo session to the participants about the 'TreeGenie' Mobile App wherein he explained the concept and design elements of the application. All the participants downloaded the Treegenie app and registered themselves and tested the functionalities of the app during the demo. Most importantly, staff are used the Ask Expert option and sent their queries to admin/subject expert.

During the valedictory, the participants appreciated the mobile app and its uses and requested to conduct such workshops along with tree cultivation techniques of important species in their respective districts. Dr. R. Yasodha, GCR, ICFRE-IFGTB during her valedictory address stressed that technology and tree cultivation should go hand-in-hand for increasing tree cover under ToF. She added that, popularizing and commercializing

technologies for better reach and societal benefit is the need of the hour and one such effort is this workshop for using the technology for the benefit of the tree growers. Dr. C. Kunhikannan, Director, ICFRE-IFGTB during his valedictory address highlighted that there is no single platform that is available to bring all stakeholders together using Mobile App, Website & Web-Portal. This TreeGenie has multiple avenues to get connected and requested the forest department officials to make use of it for benefit of various stakeholders especially tree growers.

The participants were distributed certificates and the workshop was closed with the vote of thanks proposed by Dr. S. Saravanan, Head, Extension.

Director  
ICFRE-IFGTB



Shri.V.Thirunavukarasu, IFS, APPCF & Principal CASFOS during his special address



Dr.C.Kunhikannan, Director, ICFRE-IFGTB during his inaugural address



Release of TreeGenie User Manual



Shri.P.Chandrasekaran, CTO on the Scope of TreeGenie - Digital platform



Shri.B.Guruprasad ,CEO, M/s.Kultivate India Pvt Ltd during his demo session



Participants downloading the Mobile app and demonstrating the features



Dr.R.Yasodha, GCR, ICFRE-IFGTB during her valedictory address



Certificate distribution

