ICFRE’s vision 2030 envisages the adoption of aggressive extension strategies for outreach and demonstration of its research findings. IFGTB had been organizing Tree Growers Melas (TGM) in different districts of the mandated states since 2009 as its most important extension activity and flagship programme. Befitting to the ICFRE’s extension strategy, IFGTB organized a two-day TGM at the research Institute’s premise on 10.03.2020 & 11.03.2020. Based on the feedbacks received in the TGM it was felt to transform the extension strategies from those that are institution based to technology driven programmes like e-platforms, documentaries, short films etc., which had greater scope for reaching out to a wider mass through social media.

In the above backdrop and due to prevailing pandemic situation of COVID 19, IFGTB collaborated with Pasumai Vikatan (a leading agricultural magazine) in Chennai for hosting online training lecture series on the theme “Tree cultivation for increasing farm income”. This initiative was organized as part of ICFRE-NFRP- project “Developing and Popularizing Digital interactive platform for Tree Growers and Other Stakeholders of Tamil Nadu”. Which was being handled by Shri. Rajesh Gopalan, IFS Chief Conservator of Forests & Head Extension. The main objective of the online series was to popularize the technologies of IFGTB viz., Commercially Important Clonal varieties and tree crops, Package of practices, Agro forestry models and integrated pests and disease management with the Tree Growers and Other Stakeholders of Tamil Nadu.

The Part I of the online series started as a Friday Feature on World Environment Day 2020 and Part I had four lectures for the month of June, 2020. The schedule of the programme was advertised in the magazine and flyer was designed in English & Tamil for wide circulation in the social media groups. The advertisement was also shared in the KVK groups, tree growers associations in the districts of Tamil Nadu for eliciting larger participation.

In continuation to the part I Webinar series, IFGTB in collaboration with Pasumai Vikatan hosted the Part II series of Webinar in August 2020. On an average, nearly 571 participants registered for the programme, while 237+ attended the webinar live in ZOOM App. The theme of lectures and participation is summarized in Table 1.
**Table 1: Summary of participation in the Part II of the webinar sessions**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic/ Speaker</th>
<th>Registered Participants</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.08.2020</td>
<td>Cultivation practices in <em>Calophyllum inophyllum</em> (Punnai)</td>
<td>98</td>
<td>183</td>
</tr>
<tr>
<td></td>
<td>Dr. R. Anandalakshmi, Scientist &amp; Head FGRM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27.08.2020</td>
<td>Transit rules and practices in Tamil Nadu for promoting tree farming</td>
<td>110</td>
<td>180</td>
</tr>
<tr>
<td></td>
<td>Shri. P. Kathirvel, IFS, CCF &amp; Asst. Silva, IFGTB</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Webinar 1: Cultivation practices in *Calophyllum inophyllum* (Punnai)**

Dr. R. Anandalakshmi, Scientist & Head FGRM discussed about the oil borne tree seeds in our country. She also discussed about the uses of the *Calophyllum inophyllum* (Punnai) oil in different industries. She detailed on the climatic conditions and locations where Punnai tree can grow well. She explained the Cultivation practices in *Calophyllum inophyllum* (Punnai) and its importance in detail. She addressed various queries asked by the participants during the Question & Answer session. Shri. P. Chandrasekaran, Assistant Chief Technical Officer, IFGTB in his concluding remarks stated that farmers can approach IFGTB if they wanted to grow Oil borne trees. The full webinar can be accessed through the Face book link [https://www.facebook.com/PasumaiVikatan/videos/1145311492536358/](https://www.facebook.com/PasumaiVikatan/videos/1145311492536358/)

**Webinar 2: Transit rules and practices in Tamil Nadu for promoting tree farming**

The aim of this webinar was to bring in clarity for tree growers; so that private land owners, farmers, land owning agencies, industries and others who control, possess and or own lands other than forest land etc. are encouraged to invest in tree plantations with a long-term perspective. Shri. P. Kathirvel, IFS detailed the “Scheduled timbers” species in the state of Tamil Nadu, namely, Rose wood, Teak wood, Sandal wood, Ebony wood etc. He highlighted the guidelines for felling and transportation of valuable tree species. He also talked about the movement of timber derived from private land which needs to be facilitated for benefiting tree growers to get the best market price. He mentioned that, according to the rules of maintenance of industrial trees, to cut Rose wood, Teak wood, Sandal wood, etc. a farmer need to get permission. The details of webinar can be accessed through the Facebook link [https://www.facebook.com/PasumaiVikatan/videos/338242360638082/](https://www.facebook.com/PasumaiVikatan/videos/338242360638082/)

More than 571 participants registered for the above webinars while 237+ participants attended online sessions of both the sessions. It is heartening to share that the Facebook videos of the webinar sessions had received 7500+ views so far from interested viewers.
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13.08.2020

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