**Isha Agro Services launched**

**Staff Reporter**

**COIMBATORE:** To give an impetus to its social project “Action for Rural Rejuvenation”, and to provide action-oriented support to the farming sector, Isha Foundation launched Isha Agro Services recently at Gobichettipalayam.

According to a release from the foundation, it will include work in areas of training, consultancy by field experts on efficient farming systems, exposure trips and information in the areas of organic farming, procurement of farm inputs, storage, marketing, market trends and value additions.

The service will cover 1,000 farmers with a total holding covering 2,000 acres of land in 150 villages. They will pay an annual fee for three years for coming under the service net. The service will also assist farmers to get loans and subsidies and help in soil and water management, farm and crop design, identifying market trends and utilising weather forecast. It will focus on creating model farms and farmers in every participating village.

It will try to underline the significance of collective farming and encourage them to unite under a common platform to practice agriculture in a planned and organised manner. Contact K. Sekar on 94430-57565.