

2018

Bhoomi suzhaludhu anbaalae
vaanam virivadhun anbaalae
Kaatrril eeramum anbaalae
mannil punnagai anbaalae
unnidam naanum ennidam neeyum
inbam kolvadhum anbaalae

And its these words of love that inspired me to capture the verdant rural vistas of our land and the people that nourish it with affection.



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Photographs & text by Latha Menon
Lyrics - Madhan Karky for Arokya

Creative Inputs

K Magesh Kumar
Dinesh Muthukumar
Saraswati Menon,
Madhavi PG

2018

"This calendar is dedicated to our country's hard working farmers, and their important role in feeding 1.3 billion people. Iris Film and Hatsun Agro Products, in association with SunnyBee Fruits and Vegetables, will use 100% of the proceeds to this calendar to finance 3 such Farmer Producer Organizations. Funds will go towards the development of innovative traditional farming methods, and the conversion of large scale farmland to natural organic practices."

- 1) Sholavaram Farmer Producer Company Ltd.,
Aarani
- 2) Saptashrungi Farmer Producer Company Ltd.,
Nasik
- 3) Vengatesapuram Progressive Farmers
Interest Group, Acharapakkam





JANUARY

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

An ex-volleyball champion, Yadagiri never forgot his athletic roots as he builds agility with his hands-on approach to running his dairy and agricultural farm.

Yadagiri - Talakondapally

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Kath

FEBRUARY

Mo	Tu	We	Th	Fr	Sa	Su
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19	20	21	22	23	24	25
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Although she built a modern house, Mayil's unwavering love compels her to sleep on her balcony in case her cows call for her.

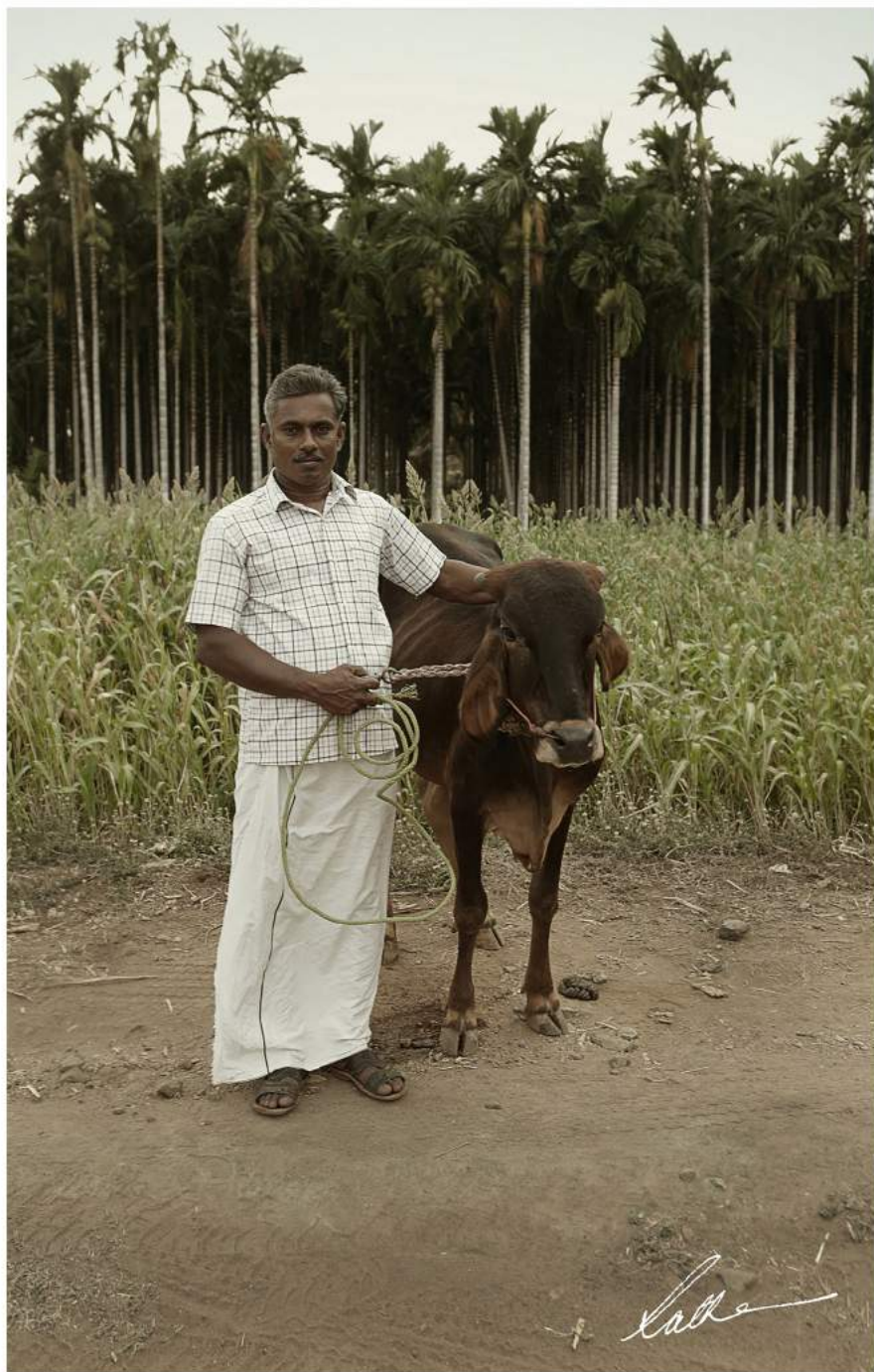
Mayil - Kattampatti, Dharmapuri

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MARCH

Mo	Tu	We	Th	Fr	Sa	Su
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Like all dreamers, Alagesan left his village to work in the city. Little did he know, that the winds of the village would draw him back to his land which he would never leave again.

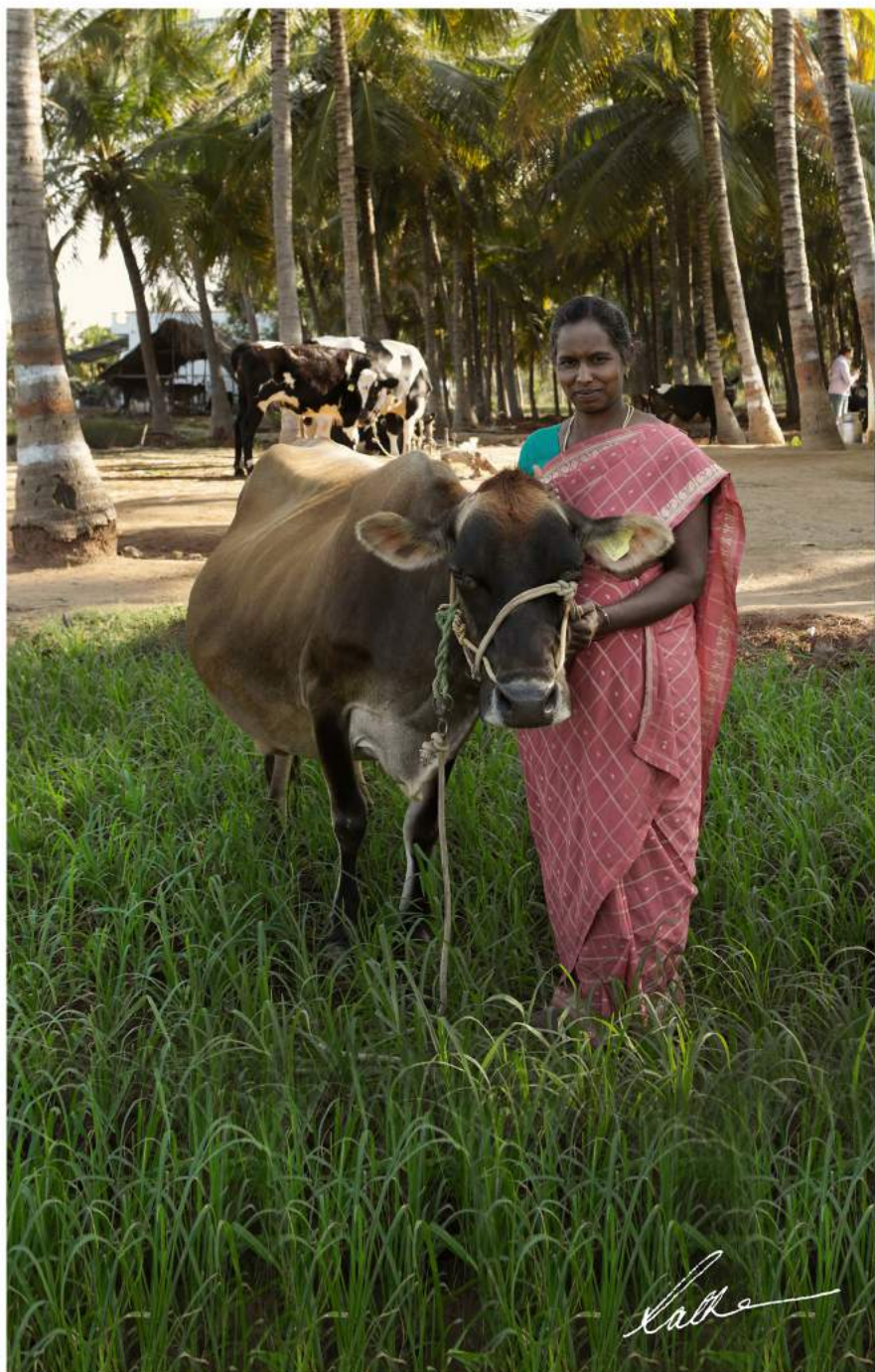
Alagesan - Erumapatti, Namakkal

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APRIL

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30						

Apart from running a farm, Sumati is a part of many self help groups for women that ensures a sustainable support network for her community.

Sumati - Nedungal, Krishnagiri

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MAY

Mo	Tu	We	Th	Fr	Sa	Su
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From jasmine flowers to vegetables to milk, Muthu grows all the things essential for a Tamil household.

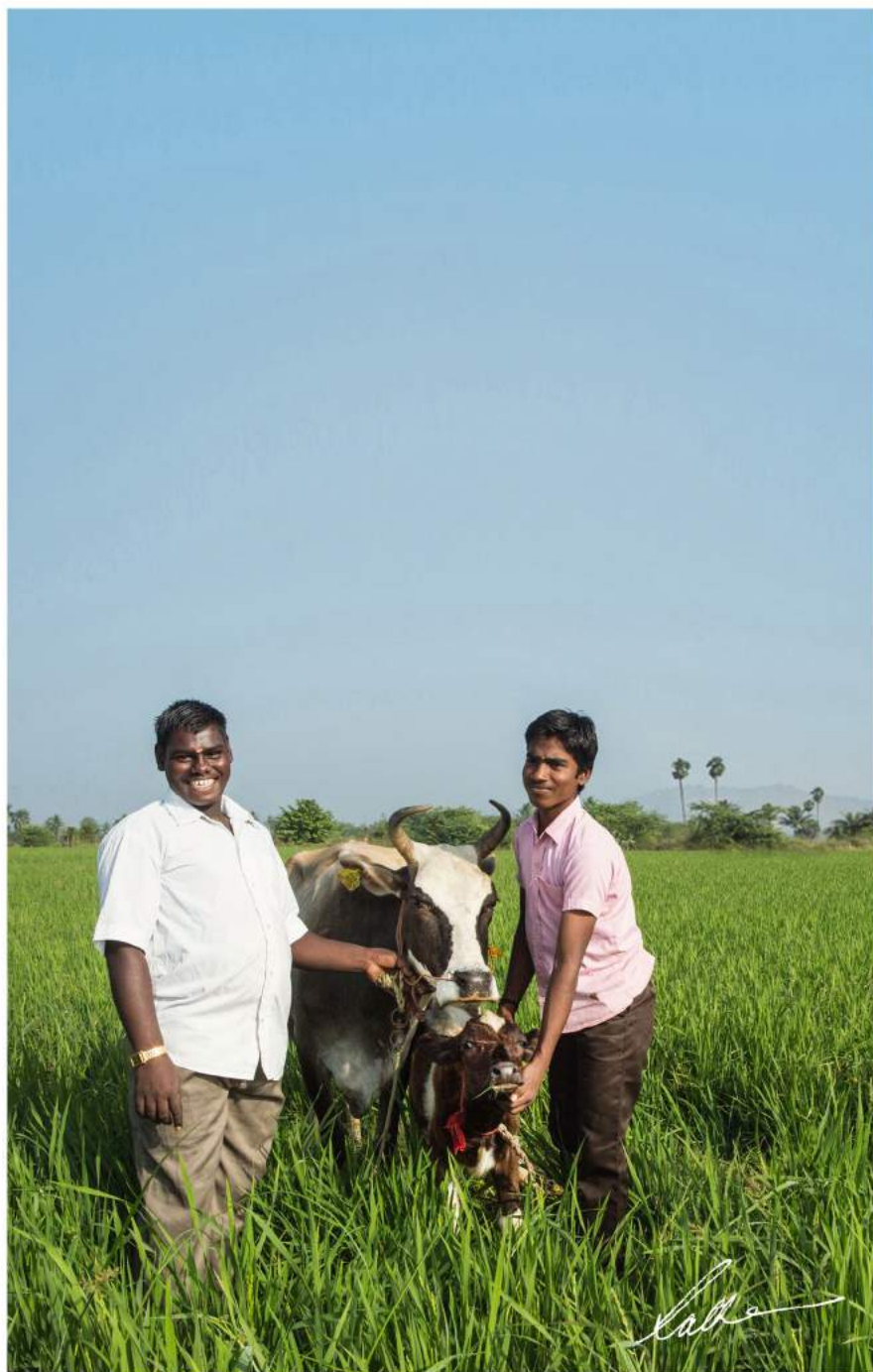
Muthu - Nedungal, Krishnagiri

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JUNE

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Ajith, a 20 year old speech impaired boy, and Nitesh are not just brothers but also future business partners as they plan on expanding their parents dairy and agricultural farm.

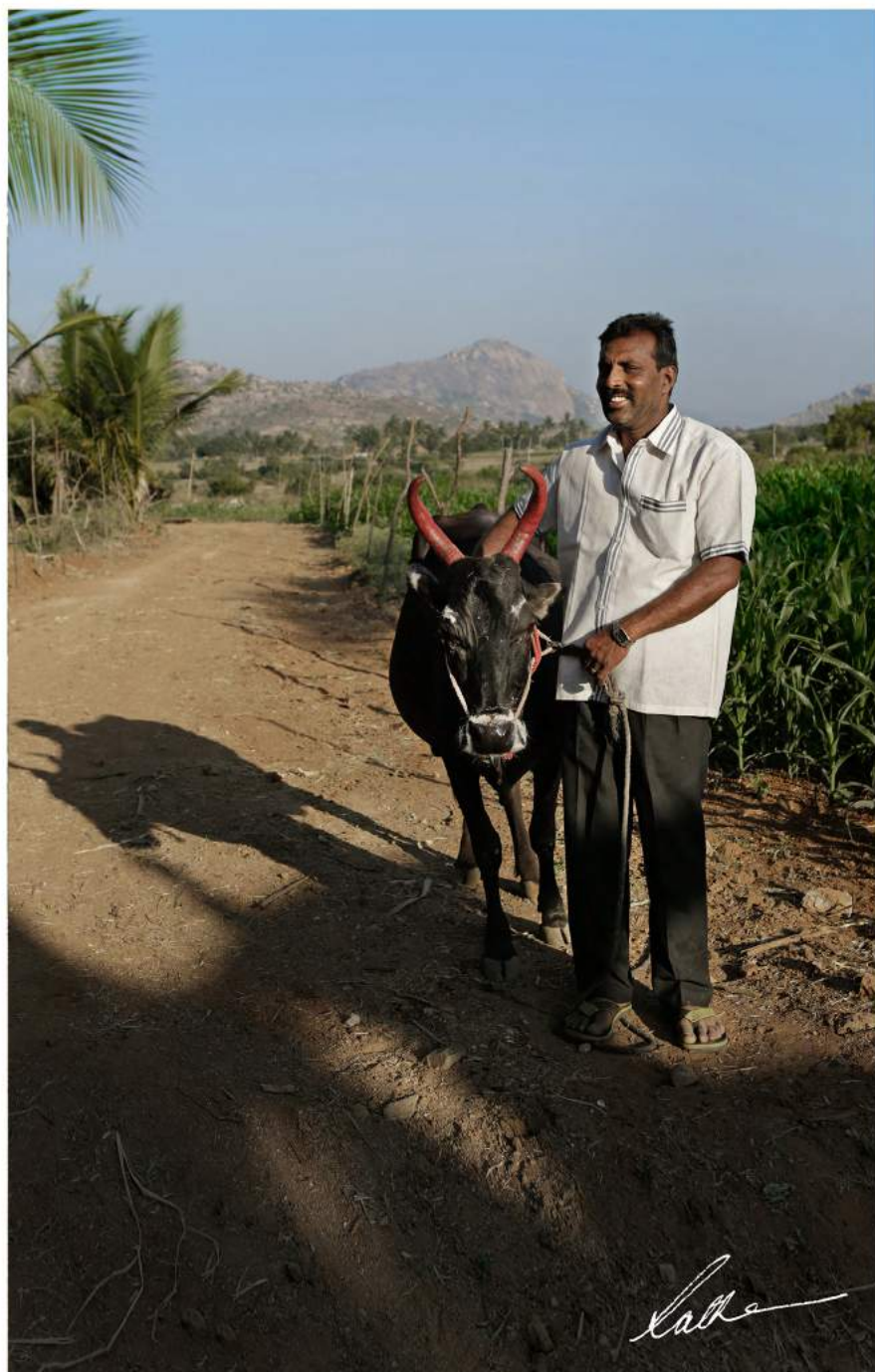
Ajith and Nitesh - Melvenkatapuram, Sholinghur

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JULY

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Even though his own family left for another land, Sreedhar Reddy's relationship with his native soil was a bond to be reckoned with. It bore him tomatoes and fodder for his cows.

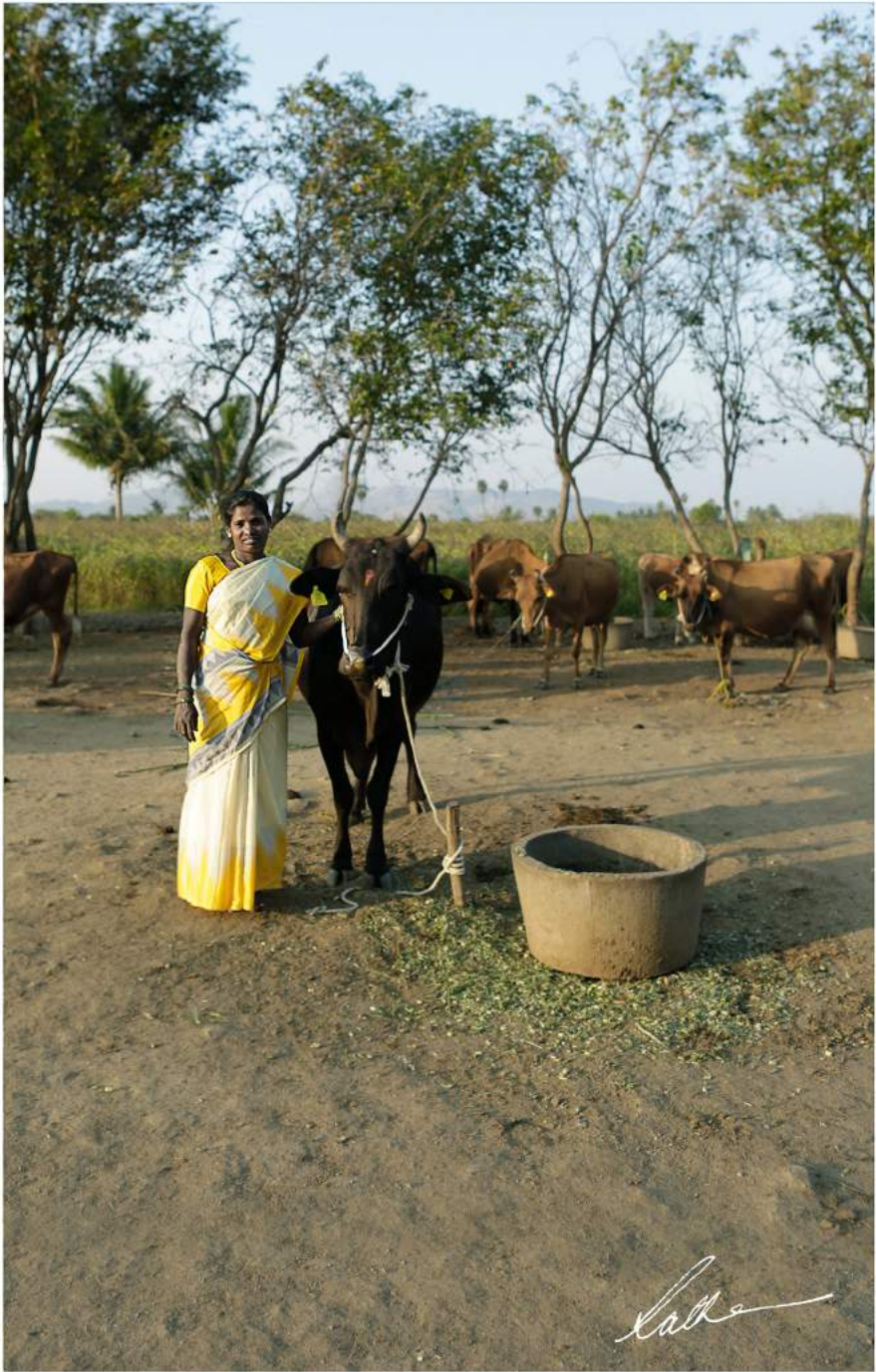
Sreedhar Reddy - Rachavetivaripalli,
Mandanapalli

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AUGUST

Mo	Tu	We	Th	Fr	Sa	Su
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Bhuvanewari believes in an organic and holistic approach to life and this reflects in the way she runs her dairy and agricultural farm.

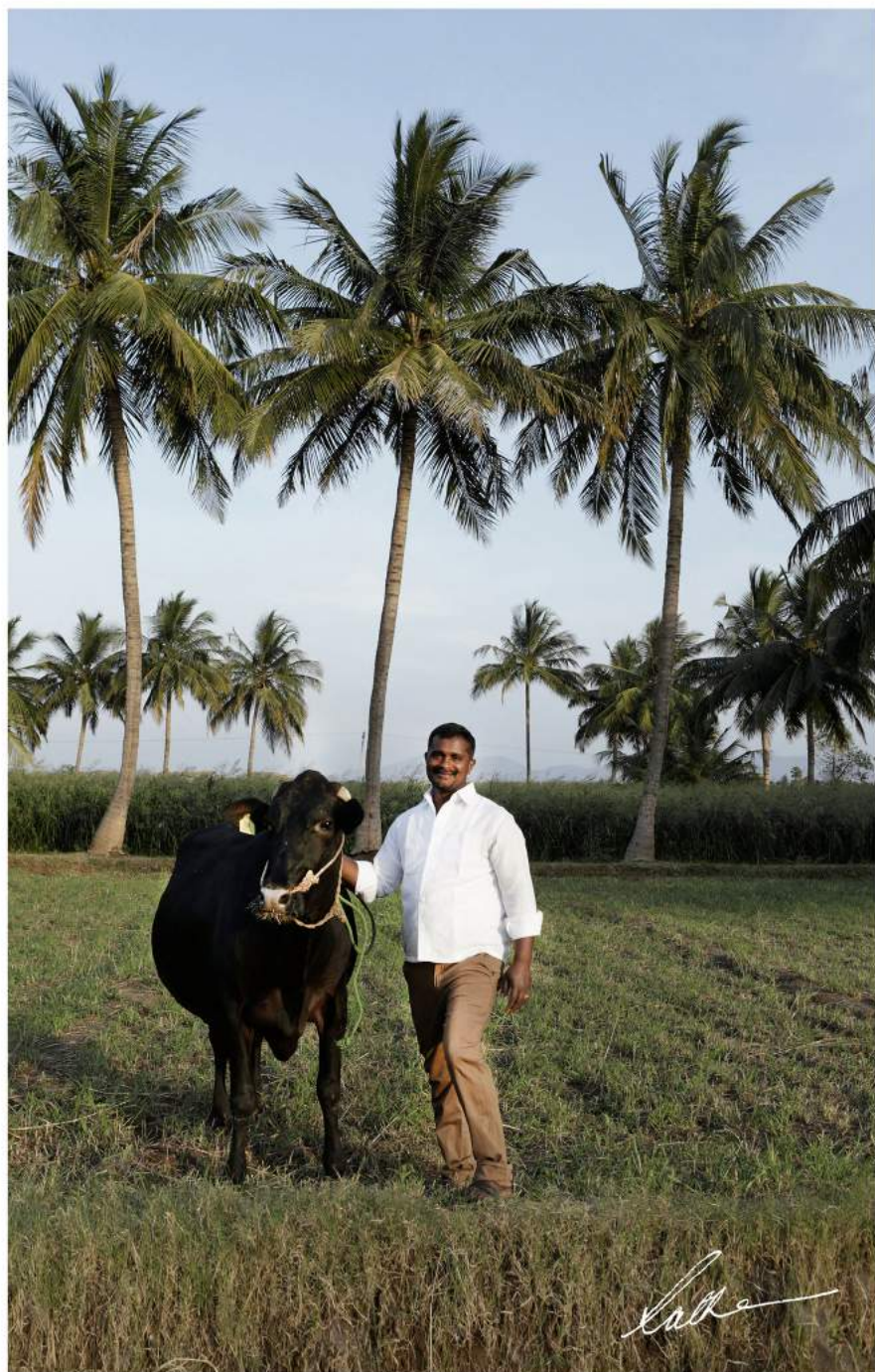
Bhuvanewari - Melvenkatapuram, Sholinghur

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SEPTEMBER

Mo	Tu	We	Th	Fr	Sa	Su
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Selvakumar wants his farm to be just as big as his supportive family as he ultimately hopes to have 50 cows.

Selvakumar - Saminaikkanpatti, Salem

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OCTOBER

Mo	Tu	We	Th	Fr	Sa	Su
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29	30	31				

M.Pakkiannan knows of nothing but farming. He still works from morning to night helping his son, both on land and with the cows.

M.Pakkiannan, Saminaikkanpatti, Salem

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NOVEMBER

Mo	Tu	We	Th	Fr	Sa	Su
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Apart from being a dairy farmer, Saravanan doubles up as a teacher and father who inculcates knowledge of agricultural practices to his children.

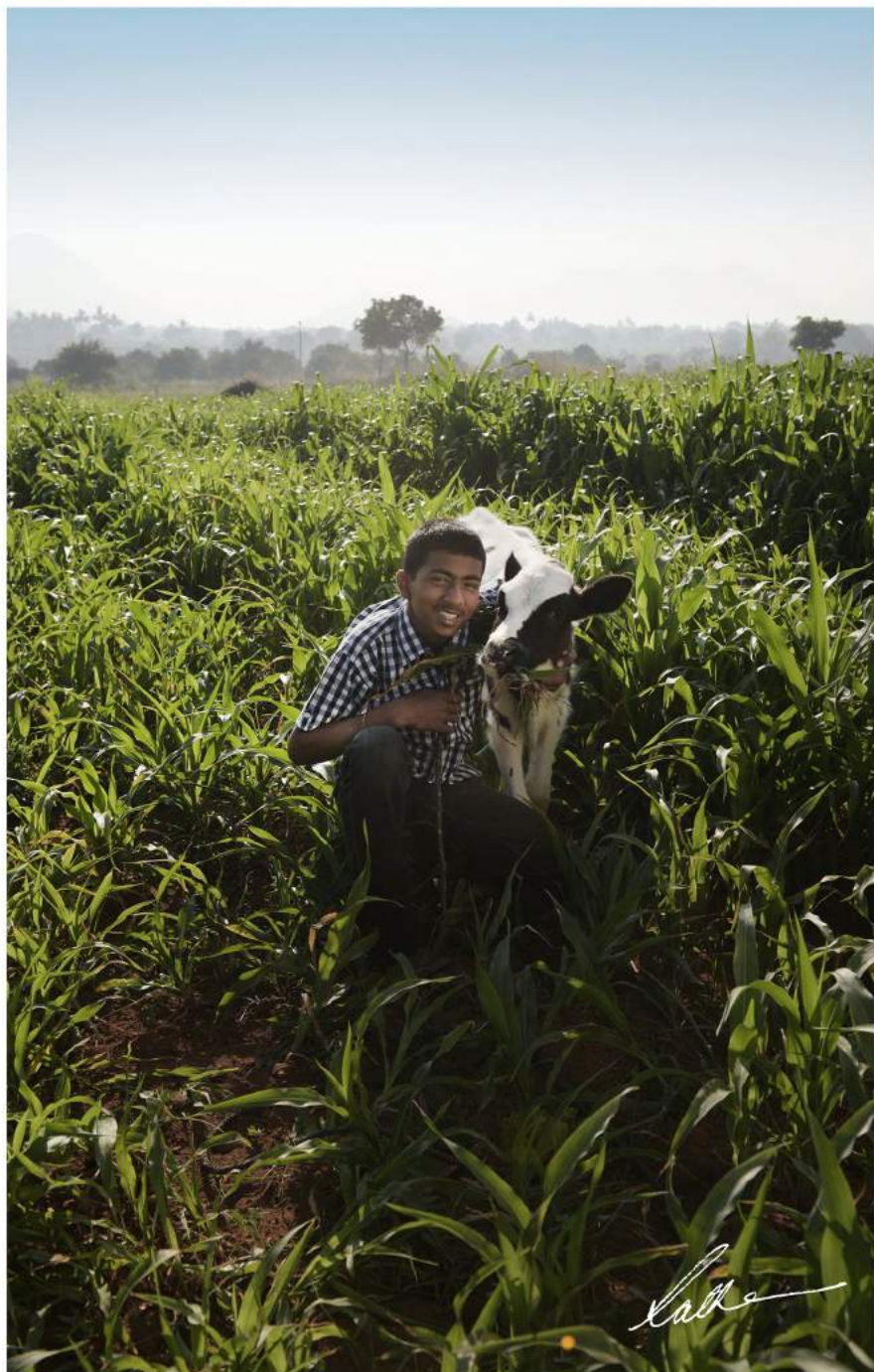
Saravanan - Kallanatham, Athur

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DECEMBER

Mo	Tu	We	Th	Fr	Sa	Su
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
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All children hate to work on holidays, but not Santosh, he loves working on his parents farm. He hopes that his life will always have this duality, as he wants to work in the government as well as have his own farm.

Santosh - Rachavetivaripalli, Madanapalli

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