



## PRESS RELEASE

# FIL Industries Private Limited Hosts Kisan Melas in Kulgam & Anantnag, Championing Agricultural Innovation & Farmer Empowerment

Kulgam & Anantnag, February 2025: FIL Industries Private Limited successfully hosted the much-anticipated Kisan Melas, designed to equip farmers with the latest agricultural advancements and best practices. Held under the theme “Kisan Ka Dil, Sirf aur Sirf FIL,” the event served as a dynamic platform for learning, innovation, and collaboration, empowering farmers with practical solutions to enhance productivity and sustainability.



The Kisan Melas took place on February 10th at Snowscape By-Pass Road, Kulgam, and February 13th at Town Hall, Anantnag, respectively, drawing an impressive collective participation of 700+ farmers. The events featured expert-led discussions, live product demonstrations, and interactive sessions addressing critical agricultural challenges.

The key focus areas of the Melas were crop protection, crop nutrition and disease management, where industry experts provided insights on spray schedules, plant diseases, pest infestations, and effective treatments using FIL’s cutting-edge agricultural solutions. Farmers also explored FIL’s premium rootstocks and innovative inputs offered by FILAVAL, designed to transform traditional farming practices and apple growing areas of India. Additionally, attendees were introduced to FIL’s state-of-the-art cold storage facility, offering solutions to minimize post-harvest losses and maintain produce quality, ensuring higher market value and extended shelf life.

A significant highlight of the event was the familiarisation of India's first parametric apple crop insurance program – *appleINSURE*, aimed at safeguarding farmers against unforeseen weather conditions, demonstrating FIL Industries' commitment to the financial well-being of the agricultural ecosystem.

Syed Junaid Altaf, Executive Director, FIL Industries Private Limited, underscored the fundamental role of apple growers in shaping the trajectory of the apple economy. Highlighting the vision behind the Kisan Melas, he remarked, "These initiatives serve as a bridge to the grassroots, offering farmers a steadfast support system to enhance their prosperity. The apple grower is not merely a participant but the very foundation of this industry—his success dictates the vitality of the entire apple ecosystem. Given that Jammu & Kashmir is the largest apple-producing region in the country, the economic ripple effect of his growth is profound. As the leading apple integrator, FIL Industries is steadfast in its commitment to equipping farmers with advanced resources, knowledge, and innovations, ensuring the sustained evolution and competitiveness of the sector."

With a steadfast commitment to sustainable agricultural growth, FIL Industries Private Limited continues to empower farmers through advanced technology, expert knowledge, and impactful solutions. By fostering interactive platforms such as the Kisan Mela, FIL is paving the way for a more resilient, productive, and prosperous farming community.

\*\*\*