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To
The Editor,

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Sir,

I request that the following matter may kindly be published in your esteemed daily:

**Incubate Student's Innovation to Initiate Start-up Company – Says
Director General MANAGE**

The Department of Agricultural and Rural management, Tamil Nadu Agricultural University (TNAU), Coimbatore conducted the “National Level AgriBusiness Management Meet” - Prabandhaz'16” during February 5-6, 2016 at TNAU, Coimbatore. The inaugural function is held on Feb. 5, 2016. About 250 participants from colleges from Gujarat, Maharashtra, Kerala, Karnataka and Andhra Pradesh were took part in the various events organized in this meet.

Smt. V. Usha Rani, IAS, Director General, MANAGE, Hyderabad was the Chief Guest on the inaugural day. In her inaugural address she praised Tamil Nadu as a privilege state ideally working for the development of the state and also the pride of long history of Tamil language. She advised the management students to think differently and take risk to startup new ventures in the form of agripreneurship. The Startup India Programme provides opportunities for agripreneurs. She re-emphasize to our Prime Minister quote that “billion minds to find solutions to million peoples”, “Where there is a problem there is a solution and where there is a solution there is a startups”. She motivated the students with the stories of many successful Agripreneurs.

She told, Mrs. Chinnaponnu, owner of Agri clinics and Agri business centre, Madurai is serving about 1000 farmers and employed many unemployed agri graduates. Other services like Agri consultancy, IT enabled farm advisory, Integrated service to farmers, Food processing, Promotion of FPO's, Exports/Imports and Credit & Insurance services have lot of scopes. World is full of opportunities one can start new venture with minimum investments and the ethics should be followed for long time sustainability. Every farmer needs correct information. The management students should think innovatively and work hard to enter into new agri ventures by taking risks, she added.

Dr. K. Ramasamy, Vice-Chancellor, TNAU, Coimbatore in his presidential address quoted many entrepreneurs coming from different walks of life have required

qualifications but don't believe in themselves and not facing the situations with confidence. Now many IT professionals are quitting their jobs and they are motivated to start new agri ventures. He also spoke that there are numerous opportunities that are not fully utilized. As management students they can take this country to the next level by thinking positively with good imaginations. There are many role models in the field of entrepreneurs to become good managers. India is fortunate to have vast cultivable land, lot of sunshine hours and needed rainfall. It is up to the younger generations to take these potentials towards opportunities and become successful entrepreneurs.

Dr. S.D. Sivakumar, Professor and Head, explained about prabandhaz'16. Dr. S. Mahimairaja, Dean (Agriculture), Dr.S.Mohan, Dean (SPGS) and Dr. M. Chinnadurai, Director (CARDS), TNAU felicitated the gatherings.

Mr. Aneesh, (II MBA) Organizing Secretary welcomed the gathering. Miss. Divya Prabha, IV (B.S ABM) proposed a vote of thanks.

Asst. Public Relations Officer