



Tamil Nadu Agricultural University
Coimbatore – 641 003



Dr. M. Rajavel, Ph.D.,
Public Relations Officer
Mobile: 94890 56730

Phone: 0422 - 6611302
Fax: 0422 – 2431821
E-mail: pro@tnau.ac.in

To
The Editor,
Sir,

Date: 17.09.2022

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

**TNAU Directorate of Agribusiness Development conducts
Unnat Bharat Abhiyan 2.0 Orientation Programme**

Unnat Bharat Abhiyan (UBA.2.0), a flagship national program of Ministry of Education (MoE), Government of India is implemented in Tamil Nadu Agricultural University, Coimbatore since March, 2019.

The Directorate of Agri Business Development (DABD), TNAU is functioning as the Regional Coordinating Institute (RCI) for the central zone of Tamil Nadu. The orientation program for the Participating Institute (PI) / colleges under TNAU MoE sponsored UBA was conducted at Directorate of Agribusiness Development (DABD), TNAU on 12.09.2022 at Anna Auditorium, TNAU, Cbe. Dr. E. Somasundaram, Director (ABD) & Coordinator of UBA RCI, DABD, welcomed the gathering.

Dr. V. Geethalakshmi, Vice-Chancellor, TNAU, inaugurated the UBA orientation and delivered the special lecture on “Role of Higher Education in Rural Development through UBA”. She empathized the need to synergize as teams for better implementation of technologies towards the rural development. Further, the “UBA Compendium book for rural development” Compiled by RCI, DABD was released by the Honourable Vice Chancellor, TNAU.

Dr. K. Ravichandaran, Coordinator (UBA), Regional Coordinating Institute (RCI), The Gandhigram Rural Institute, Dindugal, Dr. R. Balamurugan, Asst. Professor, Anna University, Coimbatore, Dr. R. Ramesh, Associate Professor & Head, Centre for Rural Infrastructure, NIRDPR, Hyderabad delivered lectures on importance of UBA towards rural development by Higher Educational Institutes (HEI).

The Participating Institutes / Colleges were briefed on the UBA registration, Village adoption and approval, project preparation and funding opportunities under UBA and CSR private funds. The UBA coordinators of 120 Participating Institute (PIs) / colleges under

RCI, TNAU participated in the Orientation meeting. Dr. R.Balaji Associate Coordinator & Asst. Professor delivered a lecture on Role of RCI's and support to Participating Institutes (PIs) and thanked the gathering.

Public Relations Officer