



Tamil Nadu Agricultural University
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To
The Editor,
Sir,

Date: 15.09.2022

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

**TNAU conducts Field Day for Commercialization of
TNAU Hybrids and Varieties**

For commercialization of TNAU Hybrids and Varieties, Field day was conducted at Tamil Nadu Agricultural University, Coimbatore on 14.09.2022. Fifty executives from private seed companies, Officials from Department of Seed Certification, Department of Agriculture and 56 TNAU scientists from various departments have participated in the programme.

Dr. E. Somasundaram, Director (ABD) welcomed the gathering and he informed that the Directorate of Agribusiness Development is harmonizing and coordinating the commercialization of TNAU hybrids to private seed companies for the past two decades. Dr. V. Geethalakshmi, Vice-Chancellor, TNAU, Coimbatore presided the programme and in the presidential address, she highlighted the enormous growth and development of agriculture in the past three decades. She stressed the importance of quality seeds of improved varieties and hybrids in farming and enhancing the agricultural productivity and production to cope up with the increasing demand. She also mentioned the need for production of quality seeds with appropriate characteristics so as to meet the requirements of diverse agro climatic conditions and intensive cropping systems. Further, she emphasised the need for joining hands with private seed companies for production and distribution of quality seeds of TNAU varieties and improved technologies to reach the farmers.

Dr. R. Ravikesavan, Director (CPBG) and Dr. P. Irene Vethamoni, Dean (Horticulture) made technical presentations on the promising hybrids available for commercialization in agricultural and horticultural crops and assured the time bound seed supply. They requested the seed firms and FPOs to place indent well in advance for the required breeder seeds.

Dr. R. Umarani, Director (Seed Centre), in the felicitation address informed about the seed related technologies developed by the university, especially the benefits of seed pelleting, seed coating and variety identification mechanisms.

Dr. D. Suresh Kumar, Director (CARDS) appreciated the efforts taken by the Directorate of Agri Business Development in commercializing the hybrids of TNAU and stressed the importance of timely supply of seeds and other inputs to the farmers.

Mr. S. Venkatachalam, Deputy Director (Seed Inspection), Coimbatore also offered felicitation and emphasized the production of quality certified seeds to achieve the target of doubling the farmers income.

During the interaction, representatives from private seed companies and Farmer Producer Organizations raised the queries related to suitability of hybrids and varieties for various regions of the state and the country as well. They also gave their feedback and suggestions to improvise the performance of TNAU varieties and enhance the production and supply of quality seeds. The scientist of TNAU clarified their queries.

Dr.S.Sundareswaran, Professor (SS&T) explained the terms and conditions, payment, royalty and MoU procedures for commercialization of hybrids and technologies and delivered a vote of thanks.

An exhibition was arranged wherein the special features and characteristics of various hybrids and varieties were displayed with live specimens. The participants also witnessed the real performance of rice, millets, pulses, sunflower, cotton, forage crops and other vegetable crops in the field.

Public Relations Officer