



**Tamil Nadu Agricultural University**  
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To  
The Editor,  
Sir,

Date: 01.12.2022

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

**TNAU conducts ICAR Short course on “Agribusiness, Market Intelligence and Block chain**

The Directorate of Agribusiness Development organized a ten days short course on “Agribusiness, Market Intelligence and Block chain” at the Directorate of Agribusiness Development, TNAU, Coimbatore from 30.11.2022 to 9.12.2022. This programme is sponsored by the Indian Council of Agricultural Research, New Delhi. About 19 participants of State Agricultural Universities, Veterinary Universities and affiliated agricultural colleges from Karnataka, Maharashtra, Pondicherry, Uttar Pradesh, Tamil Nadu etc. are participating and around 35 resource persons as course experts are nominated from TNAU, Amrita University Coimbatore and industrial firms such as M/s Farm Again India Pvt. Ltd., M/s Agni Cart Coimbatore., M/s SKS Skill Fasteners Pvt. Ltd., Mist Solutions., Mivipro., PVR Foods etc. The inaugural ceremony of the course was held on 30.11.2022 at the Directorate of Agribusiness Development Training Hall, Tamil Nadu Agricultural University, Coimbatore.

Dr. D. Suresh Kumar, Director (CARDS) and Dr. N. Venkatesa Palanichamy, Dean (Agriculture) delivered the felicitation address. The Director (CARDS) insisted that this course is the need of an hour as the farmers and allied stakeholders are compelled to think about novel approaches as a result their focuses are moving towards agribusiness to maximize the income. The Dean (Agriculture) emphasized the importance of market intelligence in today’s scenario and how it helps the famers in increasing their income. He also highlighted that Tamil Nadu Agricultural University is pioneered in market intelligence and other agribusiness activities since 20 years.

In the inaugural address delivered by the honorable Vice Chancellor Dr. V. Geethalakshmi, emphasized the need for agriculture transformation into agribusiness. The importance of traceability of products through block chain technology would help the producers and consumers in gaining insights about the products they sell and buy, she added. She spotlighted the application of block chain technology in agriculture helped the consumers about the trustworthiness of the farm produce.

Earlier Dr. E. Somasundaram, Director (ABD), delivered the welcome address and introductory note about the course and finally, Dr. S. Sundareswaran, Professor, DABD, proposed the vote of thanks.

**Public Relations Officer**