



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

Date: 10.11.2023

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

### **TNAU - NIDHI - PRAYAS Grant Disbursement**

Agribusiness Incubation Society (ABIS), Technology Business Incubator (TBI) functioning in the Directorate of Agribusiness Development (DABD), TNAU, Coimbatore is a NIDHI- PRAYAS Center from 2023 funded by the GoI-National Science and Technology Entrepreneurship Development Board (NSTEDB), Dept. of Science and Technology (DST), New Delhi. ABIS-TBI, NIDHI PRAYAS center can support young and aspiring innovators by providing prototype funding of up to Rs.10.00 Lakhs to convert their ideas to products that has market potential for scalability.

#### **About NIDHI - PRAYAS program:**

1. An individual innovator or founder of a startup (Less than 7 years of existence) can apply for the PRAYAS grant.
2. The ideas and innovations should be based on technology and science primarily in manufacturing pertaining to agriculture & allied areas.
3. Up to Rs.10 Lakhs of PRAYAS grant - Proof-of-concept grant for converting ideas and innovations into a prototype. The product prototype has to be a physical product.

The call for applications at our Centre was opened from 19.05.2023 till 13.08.2023 during which we received a total of 59 applications. Screening was conducted by ABIS, TBI, NIDHI-PRAYAS SCREENING COMMITTEE (APMC) and 5 NIDHI PRAYASEES were shortlisted for product development funding of Rs. 10 Lakhs (Rupees Ten Lakhs only) each for the F.Y.23-24. The grant will be disbursed in two phases.

**The selected NIDHI PRAYASEES are:**

1. Mr.DhamodharanKaruppusamy of M/s.VAMP INNOVATIONS Pvt Ltd., for the idea Battery operated rotovator and weeder
2. Mrs.Preetha Rajalakshmi of M/s.AAVYUKTH COW PRODUCTS for the idea Paint Plaster from cow dung
3. Mr. P. GiriPrasath of M/s.COCOVETA NATURAL PRODUCTS for the idea Value added Neera Sugar from Coconut
4. Mr.K.Chandrasekaran M/s. RICHZON INDUSTRIES for the idea Batch type low temperature vacuum fryer for making high quality ready to eat fruits and vegetables chips
5. Dr. D. Rajkumar of M/s.DRK SMART BIO SOLUTIONS for the idea Shelf life enhancement of fresh vegetables and fruits using beneficial microbial formulation (in particular Lactobacillus. sp).

Dr.V.Geethalakshmi, Vice-Chancellor and President (ABIS), TNAU disbursed the first installment of Grant of Rs. 6.0 lakhs (Rupees Six Lakhs only) to the selected 5 NIDHI-PRAYASEES on 10.11.2023.

**Public Relations Officer**