



Tamil Nadu Agricultural University
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To
The Editor,
Sir,

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

TNAU organized Prabandhaz'23

Tamil Nadu Agricultural University recently organized a two-day National level management event called Prabandhaz'23. Students from different colleges across India like Gujarat, Karnataka, Andhra Pradesh and Kerala participated to show their management skills. The event was completely organised and managed by management students and it took place on June 22nd and 23rd, 2023 at TNAU's campus in Coimbatore.

Around 340 students participated in Prabandhaz'23, including both undergraduate and postgraduate students. The event started with an opening ceremony attended by important guests, including TNAU's Vice-Chancellor. They released a magazine called AGBIZ Connect, which showcased the achievements of the Department of Agricultural & Rural Management. Several dignitaries like Vice-Chancellor of TNAU Dr.V.Geethalakshmi, Dr.N.VenkatesaPalanichamy, Dean (Agriculture), Dr.N.Senthil, Dean (School of Post Graduate Studies), Dr.E.Somasundaram, Director (Agribusiness Development), Dr.D. Suresh Kumar, Director, Center for Agricultural and Rural Development Studies (CARDS) and Chief guest Mr.A.Suresh Kumar APAC - Row Crops Commercial Production Lead, Bayer Crop Science Ltd, Hyderabad, congratulated the participants during the ceremony.

They talked about the importance of personal growth, career development, and networking opportunities provided by Prabandhaz'23. They also mentioned the support available for student entrepreneurs, such as incubation facilities and funding. The Vice-Chancellor of TNAU Dr.V.Geethalakshmi shared the university's vision of creating student entrepreneurs and highlighted their collaborations with farmer organizations. They also mentioned initiatives like TNAU Agri-Cart, which delivers products to farmers and consumers. A sum of 20 crores was announced to support these initiatives. Dr. K.Uma, the head of the department, praised the students for organizing the event in a short time.

Prabandhaz'23 featured various events in finance, human resource (HR), business plan, operations, marketing, and a special event called Best Manager for MBA students. Undergraduates also took part in events like AD-Act, Buzzy Brains, Clash of Brains, Mind Marathon, and Treasure Hunt.

The event concluded with an award ceremony where winners received a cash prize of Rs. 1,50,000. The Overall Winner Trophy in the postgraduate category was won by Kerala Agricultural University, and the Runner-up Trophy was won by Avinashilingam Institute for Home Science & Higher Education for Women. Mr. Vikash Kumar Singh from ASPEE Agribusiness Management Institute won the Best Manager award, and Ms.D.Anjhana and Ms.R.Nandhini from Coimbatore Institute of Technology won the Business Plan category.

In the undergraduate category, the Overall Trophy was awarded to the College of Agricultural Technology, Theni, and the Runner-up Trophy went to Agri College and Research Institute, Killikulam. The winners of events like Business Quiz, Mind Marathon, ADACT, Mystery Hunt, and Clash of Brains were students from various colleges in Coimbatore.

Public Relations Officer