



**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](mailto:pro@tnau.ac.in)

To  
The Editor,  
Sir,

Date: 28.07.2023

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

### **TNAU hosts AgriUdaan Road Show 6.0**

The Agribusiness Incubation Society (ABIS) – Technology Business Incubator (TBI) in collaboration with a-IDEA, ICAR-NAARM, Hyderabad conducted AgriUdaan Road Show 6.0 on 28.07.2023 at the Directorate of Agribusiness Development, TNAU, Coimbatore.

Dr.S.D.Sivakumar, Former Director, ABD & TPO to VC, TNAU, Coimbatore said that innovation in Agriculture brings growth and alleviates poverty. He emphasised the importance of technology and automation start-ups, which will be the future of agriculture. Likewise, start-ups should focus more on climate change, environment restoration and factors which affect the agricultural ecosystem. Students should be exposed to start-up ecosystem and refine their innovative ideas through participation in ideathon challenges.

Dr. G. Hemaprabha, Director, ICAR-Sugarcane Breeding Institute, Coimbatore during her presidential address shared that times have changed for start-ups providing enormous opportunities with regard to funding, mentoring and service from government and Incubation centres. This change is encouraging for new startups to venture into agri business which will be fruitful in terms of productivity and economical growth for the country.

Dr.G.Venkateshwarlu, Joint Director, ICAR-NAARM in his speech, highlighted the need for organizing the launch of the Program in Coimbatore, the city known for education, Technology and Agriculture. He elaborated on the role of NAARM in imparting training to Scientists, Faculty, FPOs and entrepreneurs. Now, NAARM is into giving extensive training to start-ups through mentoring, capacity building programmes and creating platform to link investors, government funding to Startups.

Dr. S. SenthilVinayagam, Principal Scientist and Head, ESM and CEO, IDEA, ICAR-NAARM briefed up on AgriUdaan 6.0. Dr.Thirumala Rao, DDM NABARD, Coimbatore shared the activities of NABARD and its role is supporting AgriUdaan. Mr.J.EdwardRajakumar, AGM, State Bank of India, Chennai explained the schemes of state bank of India for AgriStartups. Mr.A.V.Gnanasambandam, ED & CEO (TBI), DABD, TNAU, Coimbatore welcomed the gathering and shared the salient schemes operated at Technology Business Incubator, TNAU, Coimbatore.

The event was graced by nearly 100 participants from across from the startup ecosystem like startups, investors, incubators, mentors, agro industries, academicians, research institutions and bankers.

**Public Relations Officer**