



Tamil Nadu Agricultural University
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To
The Editor,
Sir,

Date: 24.07.2023

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

TNAU inks MoU with Jaihind FPCL

Tamil Nadu Agricultural University, Coimbatore inked Memorandum of Understanding (MoU) with Jaihind Madukkarai Coconut Fed Farmers Producer Company Limited, Coimbatore on 21.07.2023 for facilitating Postgraduate Students' Training. TNAU is the recipient of Indian Council of Agricultural Research's (ICAR's) prestigious Sardar Patel Outstanding ICAR Institution Award and the National Institutional Ranking Framework (NIRF) 2023 ranked TNAU at 5th position in Agriculture and Allied Sector Category. Whereas, Jaihind Madukkarai Coconut Fed Farmers Producer Company Limited, Coimbatore is the collective of farmers and member owned institution, being mandated with activities *viz.*, collective production, processing, packaging, branding and marketing of farm produce, besides extending services in the areas of quality input supply, aggregation and marketing of produce, crop insurance and technical services to maximize productivity and profit of the farm holding.

Dr.N.Senthil, Dean (SPGS), TNAU, Coimbatore welcomed the gathering and detailed the significance that “The ‘FPO’ has emerged as the new clientele to SAUs, demanding customized and structured support and services of SAUs to strengthen the input and output business of the ‘FPO’ and to empower the farmers technically, economically and socially”. The parties having discussed fields of common research interests and allied activities between the two organizations have decided to enter into long-term collaboration for Testing of new cultures, Conducting on farm trials on new technologies, Training the students, Market intelligence support, Disseminating the technologies by conducting demonstrations, trainings, exposure visits, besides introducing digital & e-extension platforms for productivity enhancement; and other technical backstopping including research and development in agricultural and allied sectors for enhancing production, productivity and income of the farmer shareholders.

The signing authorities Dr.R.TamizhVendan, Registrar, TNAU, Coimbatore and Mr.T.Prabhu, Director, Jaihind Madukkarai Coconut Fed FPCL, Coimbatore signed the agreement and exchanged in presence of Dr.V.Geethalakshmi, Vice-Chancellor, TNAU, Coimbatore where she emphasized on the essentiality of this academic collaboration and the way forward. Dr.D.Suresh Kumar, Director (CARDS), Dr.N.VenkatesaPalanichamy, Dean (Agriculture) and the other delegates from both the parties attended the signing ceremony and graced the occasion.

Public Relations Officer