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To
The Editor,
Sir,

Date: 16.12.2024

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

TNAU and MANAGE Collaborative Training Programme

The Training Division of Directorate of Extension Education, Tamil Nadu Agricultural University along with the National Institute of Agricultural Extension Management (MANAGE), Hyderabad jointly organized a Training Programme on Agricultural Marketing for Extension Officers at TNAU Coimbatore from 10.12.2024 to 13.12.2024.

The training programme started with the inaugural session on 10.12.2024. Dr.R.Thamizh Vendan, Registrar, TNAU graced the occasion and delivered the inaugural address. He insisted on the importance of Agricultural marketing and explained the initiatives of TNAU in enhancing the market for Agricultural products. He elucidated the TNAU – FPO linkage programme, wherein nearly 112 FPOs in Tamil Nadu are nurtured in Tamil Nadu through the TNAU Centres.

Dr. Shalendra, Director (Agrl. Marketing) from MANAGE, Hyderabad shared his experience in marketing reforms and warehousing. He expressed his ideas on TNAU – MANAGE collaborative trainings in the future.

Agricultural Extension Officers of the State Department of Agriculture representing 20 districts which includes Nilgiris, Cuddalore, Chengalpattu, Dindugul, Erode, Kancheepuram, Karur, Krishnagiri, Nagapattinam, Ramanathapuram, Salem, Sivagangai, Tenkasi, Thiruvarur, Trichy, Tirunelveli, Tirupathur, Tiruvannamalai, Villupuram, Virudhunagar of Tamil Nadu were deputed for the training. Representations from KVKs also participated in the training programmes.

The training includes class room sessions, interactive sessions and Exposure field visits. Experienced faculties, Entrepreneur and practically farmers are invited to deliver sessions on Agricultural Marketing informs, Ware Housing, Market demand, consumer preference. Market Led Extension, Export Potential of Spices, Business Promotion, Digital Marketing, Market identification, Market intelligence, e-Nam, Agri startups, GI and Value Chain.

As a part of the training, exposure visit was arranged to the Global coconut Farmer producer company and Vanam India Foundation, Palladam. The activities of the FPO and details on the Product “Theneera” was explained by the Thiru. Illango, CEO of the FPO. Green initiative innovative business activities were narrated by Thiru. Paneerselvam, Executive member of the FPO. The participants were also exposed to one of the most successful FPO in Tamil Nadu, Erode Precision Farm Producer Company, Sivagiri, Erode. The Dr.E.Vadivel, Projects Officer accentuated the successful marketing strategies for agriculture products adopted by the FPO.

The visit to LULU Hyper mall enhanced the knowledge of the participants in the area of Fresh Vegetables and fruits procurement, storage and sale in the Hypermall. Thiru. Thomas, Store manager, Fresh vegetables section highlighted the marketing techniques of the products and how it is made available in the sale point throughout the year.

The Valedictory session was held on 13.12.2024. Dr.P.P.Murugan, Director of Extension Education, TNAU graced the occasion and distributed the certificates to the participants. In his concluding remarks he emphasised the importance of marketing in Agriculture products and highlighted the role of KVKs in enhancing the entrepreneurial skills of the farmers.

Dr.E.Somasundaram, Director of Agribusiness Development made valedictory address and insisted the participants to replicate the training learning in field situation and assist the farmers to get remunerative price for the farm producers

The training programme was coordinated by Dr.N.Anandaraja, Professor and Head, Training Division, DoEE, TNAU, assisted by Dr.C.Cinthia Fernandez, Associate Professor, DoEE, Coimbatore.

Public Relations Officer