



Tamil Nadu Agricultural University
Coimbatore – 641 003

Dr. E. Somasundaram, Ph.D.,
Public Relations Officer
Mobile: 94890 56730

Phone: 0422 - 6611302
Fax: 0422 – 2431821
E-mail: pro@tnau.ac.in

To
The Editor,

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Sir,

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

**National Level Agribusiness Management meet-Prabandhaz 2017
in TNAU**

The Department of Agricultural and Rural Management (ARM), Tamil Nadu Agricultural University (TNAU), Coimbatore is conducting the National Level Agribusiness Management meet-Prabandhaz 2017 during February 17 &18, 2017 at TNAU, Coimbatore. The inauguration function was held on 17-2-2017.

Miss. S.R. Aparna, Under Graduate student and Organizing Secretary, welcomed the gathering. Dr. K. Mahendran, Professor & Head, Department of ARM, TNAU delivered the glimpse of the event. Prabandhaz the 9th year event, where about 200 Under Graduate students from different colleges and 50 Post Graduate MBA participants from different states across the country have participated. This event is mainly organized by the students to exchange ideas, co-learning, inculcate team work and develop leadership qualities. 31 different prizes are to be awarded to the participants.

Dr. S. Mahimairaja, Dean, (Agriculture), TNAU in his felicitating address motivated the students to explore their talents. The main weakness in many students is to not bring and recognize their own talent and this event could explore and achieve manythings. “Life is full of competition and be prepared to face”, he said. This meet also provides a platform for leadership, talents and learning by utilizing the facilities and resources available here.

Dr. C.R. Anandakumar, Registrar, TNAU in his address indicated the uniqueness of Management curriculum and the need to bring the talents. Students are able to acquire managerial learning techniques and capabilities. The Agribusiness Management students should focus on how the farmers are producing their produce. Students can try many ventures, build up organization and become excellent entrepreneurs.

Dr. K. Ramasamy, Vice-chancellor, TNAU in his presidential address spoke about the TNAU facilities and resources and the need for innovative thinking and approaches. He said there are more opportunities to bring the talents. Now agricultural era is in transformation. We are able to feed with pre-synthesized foods. Our country can produce

additional foods for people across the globe. By supply of surplus food to needy countries one earns foreign dollars to India. Even the agricultural science especially the medicinal plants can take India to Global arena.

Mr. P. Vijayaragavan, CEO, Lawrencedale Agro Processing, India, Pvt, Ltd, Ooty in his special address spoke about the supply chain of fresh produce in which he is involved. There is a need to understand the dependency of people for agricultural produce after tea to fresh produce in Ooty. Overall yield for carrot is 3.5 tons/day. This is the primary agricultural produce in Ooty. And also he learnt about the Better Yield will give the better money. He explained about the retailing on daily basis and without creating a differentiation in the produce, the supply chain may not be long lasting and may not create impact. Look around for differentiation and do satisfy the consumers.

The Valedictory function is held on Feb.18, 2017. About 250 participants from 20 colleges representing different status took part in the various events organized in this meet.

Dr. Robin, Dean SPGS (School of post Graduate Studies), TNAU, Coimbatore chief guest delivered in his speech invited all the students who are participated in this event. Students should improve productivity, skills and face a number of challenges. Bring the skills. Activity is needed. Human being has a fixed and growth mind and surveyed new things. This event is mainly to build a relationship among the students and staffs. This event makes a several CEO's.

Mr. Suresh, chairman of Pallavan Grama Bank, Alumni of TNAU shared his past experience and spoke about the Regional Rural Bank. Past the business shares is about 6000 crores but in 2013 the shares is increased of 2400 crores. He said that they have aimed to start 30 branches before March. He is going to offer Bank Stay programme 15 days for Under Graduate Students. Feedback session is done by the participants about the event.

Dr. K. Ramasamy, Vice-chancellor, TNAU spoke about his valedictory function addresses thanks everyone participating in this event and said to Mr. Suresh, Chairman of Pallavan Grama Bank in Coimbatore, Madurai, Trichy and Killikulam. Then he said competition is based on the expansion of their wisdom. Good salary is the main reason for satisfaction.

Dr. K. Mahendran, Professor and Head, Dept. of Agricultural and Rural Management, TNAU, Coimbatore declared the name of winners, runners and championship. He said the overall championship for PG level was won by ASPEE Agribusiness Management Institute, Gujarat and the overall championship trophy for UG level was bagged by Forestry College, Mettupalayam. The cash prize worth Rs 1,48,500/- was also distributed to the winners.

Mr. S. Chidambara Kanna Under Graduate Student and Organizing Secretary proposed the vote of thanks.

Asst. Public Relations Officer