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To
The Editor,

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Sir,

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

Field Day for Commercialization of TNAU Hybrids

TNAU has created TNAU Private Seed Sector Research and Technology Consortium with private seed companies to commercialize and popularize the hybrids released by it. In this connection, a Field Day was organized on 01.10.2019 at TNAU, Coimbatore to demonstrate the performance of high yielding varieties and hybrids to the private seed companies. 62 members from 28 seed companies, officials from the Directorate of Seed Certification and Scientists from TNAU participated.

The inaugural function was presided by the Prof. Dr. N. Kumar, Vice- Chancellor, TNAU, Coimbatore. In his presidential address, the Vice Chancellor informed that Field Day is organized to showcase the hybrids released by TNAU to the private companies for commercialization so that they will reach the farmers in larger area in the shortest period. He observed that TNAU varieties undergo rigorous field tests and can be trusted. He also emphasized besides rice and maize hybrids, TNAU has good castor, sunflower, vegetable hybrids and minor millet varieties. Th. S.I. Mohideen, JDA, Seed Inspection in his special address mentioned that Department of Seed certification has certified one lakh tonnes in 2018-2019. Dr. S. Geetha, Director (CPBG) in her felicitation address mentioned that varieties and hybrids released by TNAU are resistant to pest and diseases. Dr. M. Ramasami, Chairman, Rasi Seeds in his keynote address appreciated the efforts of TNAU for conducting the Field Day and support to private seed producing companies. He asked the seed producers to be prepared for

the proposed regulations of New Seed Bill. He also emphasized that those companies which maintain quality of seed alone can flourish. Dr. S.D. Sivakumar, Director Agri Business Development welcomed the participants and informed that Directorate of Agri Business is co-ordinating the commercialization of TNAU hybrids to private seed companies. Dr. S. Sundarewaran, Director Seed Centre proposed vote of thanks.

Public Relations Officer