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To
The Editor,

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Sir,

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

TNAU organized the Program on Boosting Agricultural Exports in Tamil Nadu and signed MoU with APEDA

The Directorate of Agribusiness Development, Tamil Nadu Agricultural University, Coimbatore and APEDA, New Delhi jointly organized a Program on Boosting Agricultural Exports on 26.8.2021 at TNAU. The major events of the program includes Signing MoU between TNAU and APEDA, Capacity building program on Agricultural Exports and Interaction with FPO members, start-ups, exporters and other stakeholders and Exhibition on agricultural exports by start-ups and FPOs.

Dr. N. Kumar, Vice Chancellor, TNAU in his presidential address highlighted the huge growth potential on export of rice and non-basmati rice by 136%, other cereals including Millets by 238% during 2020-21. He said that export oriented extension activities at the farm level will be carried out in association with KVK's in the respective district. On the whole, the emphasis will be given to develop an end to end sustainable value chain for horticulture and livestock produce to promote better consignment commitment to importing countries in collaboration with APEDA.

Dr. M.Angamuthu I.A.S, Chairman, APEDA, New Delhi during his special address emphasised four major areas such as rice, livestock animal products, processed foods and fresh horticultural produce. He stressed the importance of export promotion for doubling the farmer's income and mentioned that there is ample scope for working jointly between the TNAU and APEDA in the area of agriculture exports and allied sectors for bringing better value to the stakeholders. He mentioned that the focus will be given for development of entrepreneurs, exporters, capacity building of FPOs / start-ups / entrepreneurs and

upgradation and utilization of laboratory for export purposes. Both the institutions will work in collaboration with agri-exporters, key stakeholders and farmers for sustainability and quality production, Good Agricultural Practices (GAP) certification, traceability and providing support for expanding the agri-trade and exports and establishing Indian agriculture products globally.

Further, he mentioned that both institutions will strive to establish product specific clusters for export purposes and also diversify the export basket, destinations and boost high value agricultural exports and establish Brand India globally by working together for increasing agricultural exports from Tamil Nadu. Besides, Standard Operating Procedures (SoP) for pre and postharvest management, residue control, shelflife of potential products for exports will be addressed. Dr. N. Kumar, Vice Chancellor, TNAU and Dr. M. Angamuthu I.A.S, Chairman, APEDA, New Delhi interacted on the various aspects of agricultural export with FPOs, agri exporters and start-ups. FPOs across Tamil Nadu engaged in exports or interested in exports, start-ups and exporters and government officials and faculty members of TNAU are participated in the programme.

Earlier Dr. S.D. Sivakumar, Director (Agribusiness Development) welcomed the gathering and later Dr. K R Ashok, Director (CARDS) proposed the vote of thanks.

Public Relations Officer