



Tamil Nadu Agricultural University
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To
The Editor,
Sir,

Date: 13.04.2023

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

TNAU-FPO Linkage (TFL) - MoU Signing Ceremony

Tamil Nadu Agricultural University (TNAU), is implementing novel initiatives to address the challenges faced by the farmers of Tamil Nadu. One of the novel initiative is TNAU-FPO linkage (TFL) programme. Prof. V.Geethalakshmi, Vice-Chancellor, TNAU stimulated all the units of TNAU to adopt one Farmer Producer Organization (FPO) to extend handholding for technical support, market and financial linkage, GI registration, etc. Under this initiative, so far 112 FPOs have been identified and adopted by different units of TNAU.

To take forward this initiative on a firm footing, MoU signing ceremony was organized with 14 FPOs on 12th April 2023 at Tamil Nadu Agricultural University, Coimbatore. The FPOs were represented by their Chairman and two Directors. Vice – Chancellor, TNAU had a detailed interaction with the office bearers of FPOs to understand the issues faced by FPOs in their establishment and functioning. She emphasised the importance of branding and marketing of FPO products for better return. She also encouraged all the FPOs to join the online marketing platform to be launched by the University shortly.

Dr. D. Suresh Kumar, Director, Centre for Agricultural and Rural Development Studies (CARDS) and Nodal Officer for TNAU-FPO linkage, coordinated the programme. Dr.P.P.Murugan, Director, Extension Education and Dr.V.Balasubramani, Controller of Examination felicitated the gathering. Dr.C.Velavan, Professor (ARM), delivered the vote of thanks.

Public Relations Officer