



**Tamil Nadu Agricultural University**  
Coimbatore – 641 003

Dr. M. Rajavel, Ph.D.,  
Public Relations Officer  
Mobile: 94890 56730

Phone: 0422 - 6611302  
Fax: 0422 – 2431821  
E-mail: [pro@tnau.ac.in](mailto:pro@tnau.ac.in)

To  
The Editor,  
Sir,

Date: 11.01.2024

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

### **TNAU organized National start up Day 2024**

The Hon'ble Prime Minister of India has announced 16<sup>th</sup> January as the National start-up Day. In this regard, the start-up India Innovation week is organized from 10<sup>th</sup> to 16<sup>th</sup> January, 2024 all over the country.

The Technology Business Incubator- Startup India Seed Fund Scheme centre organized the "National startup day 2024" event at the Technology Business Incubator, Directorate of Agribusiness Development, TNAU, Coimbatore on 11.01.2024.

Dr.E.Somasundaram, Director, ABD welcomed the gathering in the presence of University Officers, Government officials and 100TBI startups. In his inaugural address he shared that the Technology Business Incubator, Directorate of Agribusiness Development, TNAU is instrumental in supporting the Agribusiness startups in the country with technical, infrastructural and financial aid. He emphasized the importance of bringing many more agripreneurs in the country into the startup ecosystem for playing an important role in innovating agricultural and allied technologies in production, post-harvest, applications, marketing and export.

Prof.Dr.V.Geethalakshmi, Vice-Chancellor, TNAU graced the occasion and distributed the SISFS debentures of total Rs.75 Lakhs to 4 Startups. In her presidential address, the Vice-Chancellor mentioned that the ABIS-Technology Business Incubator serves as a one stop platform for disseminating the central and state government support to the Agri startups. The incubator is hand holding 500 plus start-ups in agri and allied sectors for technical guidance, testing, certification, validation, financial support and marketing from their ideation stage. TNAU alumni entrepreneurs are offering mentorship and guidance for the present agriculture students to enlighten them on the available opportunities in agribusiness.

Shri.G.Perumalsamy, Joint Director of Agriculture, Coimbatore, Shri.C.Thirumala Rao, District Development Manager, NABARD, Coimbatore, Smt.B.Kayalvizhi, Asst. Director Br.MSME Development and Facilitation Office, Coimbatore, Mr.G.Thirumurugan, General Manger, DIC, Mr.S.Magesh, RABD Incharge, Union Bank of India, Coimbatore, Mr.D.Sam Ravel, Organic Certification Inspector, Tamil Nadu Organic Certification Department, Coimbatore. Mr.V.Srinivasan, Founder M/s. Idea Guru Solutions, Coimbatore graced the occasion and briefed on the various government schemes and support being offered for the Agri startups.

Sri.A.V.Gnansambandam, Executive Director & CEO-ABIS delivered the vote of thanks.

**Public Relations Officer**