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To
The Editor,
Sir,

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

Moringa-Value Added Products: Agri Tech Start-up and Entrepreneurship meet at COXBIT, Tamil Agricultural University, Coimbatore

Moringa oleifera, often referred to as the "Miracle Tree," is emerging as a powerhouse for value-added products across multiple industries. Moringa leaves, rich in vitamins A, C, and E, protein, and antioxidants, are being transformed into powders, capsules, and teas that cater to the health-conscious global market. These supplements promote immunity, improve digestion, and combat malnutrition in vulnerable populations. Moringa oil, derived from seeds, is another prized product in the skincare industry due to its moisturizing and anti-aging properties. Mr. Ranjith Kumar, producer and exporter of moringa value added products in the name of "Moringa Promise Wellness" has delivered lecture and ignited young minds.

Mr. C. Thirumala Rao, District Development Manager (DDM), NABARD, Coimbatore and Nilgiris Districts delivered the lecture in this session: Policy Making and Funding Opportunities for Start-Ups. He shared deep insights into the functions of NABARD and its critical role in supporting agriculture and rural development. He explained how NABARD reduces interest rates for farmers, Farmer Producer Organizations (FPOs), and tribal groups, making credit more accessible. And also, he encouraged participants including students, entrepreneurs, and start-up founders to make full use of NABARD's schemes and funding opportunities. He stressed the importance of collaboration between government agencies, financial institutions, and entrepreneurs for fostering sustainable rural development, he added. Participants were discussed about various benefits of moringa, value added products preparation in moringa

Mrs. N. Lalitha, training officer from District Skill Development Centre, Coimbatore, deliberated on the features and benefits of the TN Government's flagship programme to upskill unemployed youth Naan Mudhalvan Finishing school – Short term skill development training programme. The scheme offers customised training programmes by integrating various government

departments such as department of employment and training, department of agriculture, agriculture engineering, animal husbandry, dairying, handlooms & handicrafts fisheries and fishermen welfare, social welfare, adi dravidar and tribal Welfare, welfare of differently abled persons, etc. to improve their skillset and upgrade their livelihood through self employment, placement assistance and direct recruitment to industries. At present, this programme covers 34 sectors and 450 training partners has been identified for successful implementation. Students were also exposed to the registration process in the Tamil Nadu Skill Development portal.

The Centre of Excellence in Biotechnology (COXBIT), Tamil Nadu Agricultural University (TNAU), Coimbatore, is hosting the seminar on Moringa value added product, Naan Mudhalvan Finishing School – Short Term Skill Training Program and Policy making and funding opportunities for Start –Ups on 11.02.2025 as a part of Agri-Tech Start-up Business Meet’2025 from February 8 to 12, 2025 to promote start-ups and brainstorm the young entrepreneurs to take up agriculture, biotechnology and food technology as business models. Around 150 students are attended today’s session including Suguna College of Arts and Science, Kathir College of Arts and science, Coimbatore. Dr. N. Senthil, Director, CPMB&B, Dr. E. Kokiladevi, Professor and Head, Dept. of Plant Biotechnology and Dr. S. Mohankumar, Professor & Project Director, COXBIT, TNAU, Coimbatore were presided the gathering. Today’s sessions were organized by Dr. N. Manikanda Boopathi, Professor (Biotech), Dr. V. Rajanbabu, Assistant Professor (Biotech), DPB. Mrs. T. Brindha, Coordinator, E-Yuva Centre, CPMB&B, TNAU, Coimbatore. Today marked the successful conclusion of the technical sessions of the Agri Tech Start-up Business meet at COXBIT, Tamil Agricultural University, Coimbatore.

Public Relations Officer