



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

To
The Editor,
Sir,

Date: 12.02.2025

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

Vetiver Cultivation in Terrace Garden: Agri Tech Start-up and Entrepreneurship meet at COXBIT, Tamil Agricultural University

The vetiver cultivation for sustainable agriculture and environmental benefits. In his elaborative talk on the miracle crop, he explained in detail regarding the benefits of vetiver and the cultivation practises for the benefit of the farmers. Vetiver is a hardy grass gaining recognition for its diverse applications in agriculture. Vetiver roots are known for their pleasant fragrance, and the extracted oil is widely used in perfumes, soaps, and aromatherapy. Its deep root system aids in preventing soil erosion and can assist in purifying soil and water, making it a valuable addition to urban green spaces. Vetiver helps in retaining essential soil nutrients by preventing their loss through erosion. The accumulation of organic matter from vetiver's leaf and root biomass provides a habitat for soil microfauna and flora, which play a vital role in nutrient cycling and availability. Vetiver has been observed to act as a biological pest control agent. It can deter certain pests from attacking crops, thereby reducing the reliance on chemical pesticides and promoting a healthier agro-ecosystem. By integrating vetiver cultivation into agricultural practices, farmers can achieve long-term sustainability, improved soil health, and increased resilience against environmental challenges are explained by Mr.S.K.Babu, Project Director, M/s. Eco Green Unit, Coimbatore.

Entrepreneurs were discussed about various aspects of vetiver cultivation, including the need for training, the type of pipes used for growing, export, value-added products, cultivation difficulties, tracking root weight, the process of selling the product, compost sourcing, and the potential for generating income before the seven-month maturity period. It would be great if there were additional ways to earn income during the waiting period, perhaps through selling smaller products or diversifying into other crops. It's worth exploring if there are any short-term opportunities within this cultivation setup.

The Centre of Excellence in Biotechnology (COXBIT), Tamil Nadu Agricultural University, Coimbatore, is hosting the seminar on Vettiver Cultivation in Terrace Garden 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 participants are attended this vettiver cultivation session including entrepreneurs, individual innovators, farmers across Tamil Nadu are benefitted. 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 session was organized by Mrs.M.Selva Radhika Malar, COXBIT Manager, TNAU, Coimbatore.

Public Relations Officer