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To
The Editor,
Sir,

Date: 26.08.2025

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

**TNAU conducted Training Programme on
“Value Addition in Traditional Rice Varieties”**

The Agro Climate Research Centre, Directorate of Crop Management, Tamil Nadu Agricultural University, Coimbatore, organized a one-day training programme on “Value Addition in Traditional Rice Varieties” on 25.08.2025. The programme was conducted under the scheme “Exploiting Climate Resilient Crops for Improving Nutritional Security under Projected Climate Scenario in Developing Countries”, sponsored by Grand Challenges Canada. Dr. S. Kokilavani, Assistant Professor (Agricultural Meteorology) welcomed the gathering and highlighted the role of climate change adaptation strategies in traditional rice cultivation.

The overarching theme of the training was to create awareness on cultivation, production and consumption of nutritious traditional rice varieties and their value-added products, thereby contributing to improved nutrition and resilience against lifestyle-related diseases. The training was presided over and inaugurated by Dr. N. Senthil, Director (i/c), Directorate of Crop Management, TNAU, Coimbatore delivered nutritional important, demand and supply of traditional paddy varieties. Dr. N.K. Sathyamoorthy, Professor and Head, ACRC, TNAU, delivered a special lecture on the application of weather information in cultivation practices.

Dr. S. Karthikeyan, Professor and Head, CPHT, TNAU, explained the importance of food safety management systems in small-scale businesses for the development of traditional rice-based food products. Dr. Saraswathy Eswaran, Secretary, Ramasamy Chinnammal Trust (RCT), shared insights on the role of NGOs in entrepreneurship development and their contribution to doubling farmers’ income. Dr. P. Balaji, Professor (ARM), Department of Agricultural and Rural Management, CARDS, TNAU, presented on “Marketing Strategies for Value-Added Traditional Rice Products.”

The programme witnessed the participation of 20 farmers from Thiruvarur District and five progressive SHG women representatives from NGOs. The participants were provided with practical knowledge on cultivation aspects, food safety and marketing strategies of traditional rice. The programme concluded with a formal vote of thanks delivered by Dr. P. Geetha, Professor (FSN) who also shared her experiences in value addition and product development.

Public Relations Officer