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To
The Editor,
Sir,

Date: 21.02.2025

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

TNAU conducts training on “TANII - Promoting Agri Enterprises Support to Agri Entrepreneurs”

The Agribusiness Incubation Society (ABIS) – Technology Business Incubator (TBI) Directorate of Agribusiness Development, TNAU, Coimbatore conducted ten days training on “**TANII - Promoting Agri Enterprises Support to Agri Entrepreneurs**” under Tamil Nadu Corporation for Development of Women (TNCDW) by Department of Rural Development and Panchayat Raj. The first spell training was conducted between 28th January to 1st February, 2025 and the Second spell was conducted between 17th February to 21st February, 2025. 25 trainees from Coimbatore, Tirupur, Erode, Nilgiris, Salem and Namakkal Districts participated in the training programme.

The TNSRLM training is focused on training SHG women to become entrepreneur. The training was provided on activities of Technology Business Incubator, Emerging trends of retail bakery chain, Conventional and Innovative bakery products, Interaction with food product based TBI Start-ups, Hands on training at bakery unit, CPHT, TNAU, Coimbatore, Food safety regulation, Detailed project report preparation (DRP) & Hands on training to prepare (DPR), Digital Marketing and Scope and Opportunities of bakery industry in India. The trainees were taken to the facilities of food based successful entrepreneurs. This will help the trainees in facing various challenges related to entrepreneurial capacity, business and marketing strategy, financial resources etc

During the inauguration, Dr.E.Somasundaram, Director, ABD & Secretary ABIS, TBI, TNAU, Coimbatore gave the welcome address and briefed the importance of the training programme.

Tmt.R.Madhura, Project Director (Women Development) TNSRLM, Coimbatore District briefed the role of Tamil Nadu State Rural Livelihoods Mission schemes and benefits to SHG's.

Tmt.S.Kavitha, Additional Director (LP), Tamil Nadu Corporation for Development of Women LTD (TNCDW), Chennai inaugurated the training and delivered special address on the identifying the opportunities in Bakery business.

Thiru.A.V.Gnansambandam, ED & CEO – ABIS-TBI, TNAU, Coimbatore organised the 10 day training programme.

The valediction was held on 21.02.2025. Dr.Suresh Kumar Devarajulu, Director, Centre for Agricultural and Rural Development Studies, Tamil Nadu Agricultural University, Coimbatore distributed the training completion certificates to the women SHG trainees.

The 10 days training programme was held at TBI, DABD, TNAU, Coimbatore.

Public Relations Officer