



**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: 10.02.2025

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

### **TNAU hosts Agri-Tech Start-up Business Meet'2025**

The Centre of Excellence in Biotechnology (COXBIT), Tamil Nadu Agricultural University (TNAU), Coimbatore, is hosting the Agri-Tech Start-up Business Meet 2025 from February 8 to 12, 2025 to foster innovation and entrepreneurship in agriculture. Today's event, presided over by Dr.N.Senthil (Director, CPMB&B), Dr. S. Mohankumar (Project Director, COXBIT), and Dr.E.Kokiladevi (Professor & Head, DPB), saw enthusiastic participation from 130 students across various colleges, including SRS College. Today's sessions were organised by Dr. S. Geethanjali and Dr. S. Rajesh (CPMB&B, TNAU).

#### **Key Highlights**

The event featured Mr. Rajasekar (StartupTN), who highlighted India's thriving agri-tech startup ecosystem, the role of government incubation centers, and the evaluation process that has supported over 1,500 startups. Mr. Kishore (CEO, M/s Bhusmar) spoke about innovative coconut water preservation without preservatives and how businesses can succeed without conventional marketing strategies. Mrs. Jamuna Priya (Founder, Ammachi's Masala) emphasized the significance of healthy, low-glycemic foods and the empowerment of women entrepreneurs in the food processing sector. Mr. Ramesh, (Aditya Birla Limited) and Mr. Shanmugashiva (Ministry of Micro, Small and Medium Enterprises) opened up on the employment opportunities available in the life insurance sector and successful implementation of startup ideas. The event serves as a dynamic platform for aspiring agri-entrepreneurs, providing them with invaluable insights, government-backed opportunities, and motivation to drive innovation in Indian agriculture.

**Public Relations Officer**